Enlighton

Hospitality in the age of self-service

Introducing the first self ordering platform built around digital tables. For better experiences and enhanced operations.

Introduction

There's no reason to question whether or not customers demand full autonomy in hospitality. **It's a question of how and who**.

From the speed you can check yourself in to board a flight, the freedom to scan and bag your own groceries to the simplicity of placing an order at the tap of a button, the next-generation customer is technologically savvy, connected, and expecting concierge-level service around every corner.

The best customer experiences across the food and beverage industry are the result of a myriad of integrated digital systems that build deeper relationships with more customers.

But where and how does the technology fit into the hospitality landscape? How can you increase revenue without raising prices? Understanding how to use interactive self-ordering technology will enable your business to thrive amid the growing demand for guest facing technology and adapt to the evolving expectations of digital first consumers.

> **Did you know 66 percent of consumers choose self-service and self-checkout over interacting with service staff?**

Use this Enlighton technology guide to gain a perfect understanding of the tools, features, applications, and partnerships we build to help your business grow.

We hope we can agree that a restaurant's brand is no longer only about food, even if the food is obviously very important. In an increasingly interconnected world, it's the digital experience that will leave a lasting impact on customers and help restaurants capitalize on increased consumer interest.

And like our software, this 'living' document is subject to change periodically in the same way as your menu and services do to stay ahead of the competition in the ever-changing hospitality industry.

Whether food and beverage are your core revenue drivers or just a supplemental part of your business to keep your guests fueled up to enjoy your main attractions, we believe everything boils down to one simple fact: the better the guest experience, the more likely guests are to return. Consequently, by improving the guest experience, you will increase guest frequency.

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Enlighton Platform Overview

Deliver incredible guest experiences, generate revenue, cut your labor costs and enhance staff efficiencies. Enlighton features three modules that make it easy for hospitality venues to install, manage and control the most powerful self-ordering system on the market today.

Digital tables
for Self-ordering

Our digital table application delivers pleasant and memorable experiences that keep guests coming back for more.
● Custom modules and applications can easily be added into the experience
● Smart technology learns your guests tastes to personalize their experience
● Responsive UI enables functionality across all layouts, shapes and sizes of interactive tables

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Web Portal

Control every aspect of the platform from one place

Import your products and customize their appearance with details like pictures, descriptions, nutritional information, prices and more. All of our self ordering tools support modifiers and upsells. Use our pre-built components for menu items, checkout processes, entertainment and advertising. They can be combined or used individually to create a unique look and feel.

The web portal provides management the ability to facilitate simple changes to account for setting up staff sections, table numbers, server names and workstations. Our customer success team is able to help configure specific functionality for your unique operational structure, whether it's a single location or a multi-unit.

Self order menu
for tablets & kiosks

Deliver faster service, save time and optimize your labor costs by letting your customers send orders directly to the kitchen through a tablet at the table or kiosk.

From tablets on traditional tables to kiosks, Enlighton offers a self service solution for every service model. Guests order more when placing the order themselves rather than with a server.
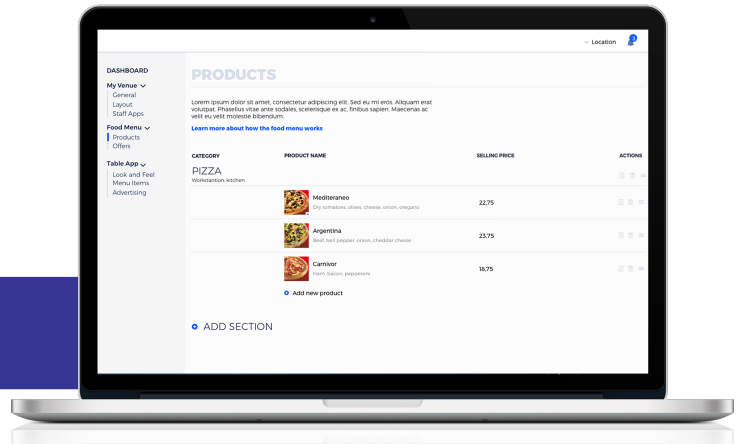
Staff applications

As long as you have a compatible POS system, you can make self-ordering more effective and efficient for your business through a POS integration with Enlighton.

As a result, orders go through your POS system and are processed as usual. But a POS integration may not always be the best option for short-term deployments at music festivals or one-time events when you need to get up and running swiftly. Our staff applications include front of house apps and back of house apps that create a direct connection to staff for specific service requests and allow staff to manage incoming orders.

● Workstation displays
● Waiter apps for queue busting and taking orders at the table

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The Enlighton Digital Table Application

Use our Web Portal to

Customize the welcome screen, colors, images and logo

Customize your menu, modifiers, upsells and offers

Setup advertising campaigns and limited time offers

Track your venue's performance through guest and staff analytics

The table app comes pre-installed with:

ORDERING MODULES

Up to 4 guests can order food and drinks at the same time, pay the bill or ask for assistance.

ENTERTAINMENT MODULES

Games, News and Internet browser can be activated as needed

CUSTOM MODULES

Easily add modules that are specific to your venue, like:
Product sampling campaigns
Karaoke lyrics player
Live games
Betting

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5 Fast Facts
About Enlighton's Digital Table

1

It's simple, flexible and beautiful
It runs on a range of multi-touch hardware. The user interface simply adapts to any size, and supports up to 4K resolution with infinite touch points. Your guests will be able to browse your products with mouth-watering pictures and simply place orders from any angle the moment they walk through the door.

2

It increases staff productivity
Even your best staff get overwhelmed during your peak hours. With the minimum wage and cost of benefits on the rise, our alternative to hiring more employees is a solution that enables your staff to manage 50% more tables, while delivering a far superior guest experience. This means that you'll save a lot of the server's time, which can then be reinvested into your guests.

3

It makes your guests happier
Every business knows the key to success is giving customers more of what they want - like being able to personalize an order just how they like it. Products can be auto-suggested according to their pairing compatibility to drive upsells. And lastly, organizing and paying the bill is fast and seamless.

4

It never misses an opportunity
Are your servers always suggesting dessert? Do they always stop by the table at the perfect time to offer a second round of drinks? What about that coffee after the meal? The best servers do most of the time, but there are some that simply don't even try. These are missed opportunities to provide guests with something they want to pay for. The ordering interface is like a server's assistant that gives guests the freedom and control to get what they need, right when they need it.

5

It makes you more money
How do you take advantage of all the downtime in the dining experience? If the answer were simple, you would already know it. On one hand, advertisers pay you on behalf of the advanced targeting and engaging multi-touch capabilities of the ordering tables. On the other, you can charge an optional fee for guests to pay-to-play games.

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Advertising

Your guests may control the menu, but you can own the screen. Our ordering tables serve as an in-venue ordering and messaging platform.

Similar to how mobile marketing has transformed the real-time nature of offers and coupons to personalize information during any step of the consumer journey, Enlighton transforms the in-venue experience (on the big screen) with a platform that features hyper-localized and relevant targeting by Geography, Day-part, Venue type and Behavior.

Highly targeted advertising, at any step of the user journey

Welcome to the table
Personalized recommendations, brand activations & discounts

Appetizers
Trigger branded activations (games) with discounts as prizes

Drinks
If browsing beer menu, then showcase relevant brands/products

Main course
Suggested refills

Dessert
Upsell and promotions opportunities

Tipping
Surveys & customer feedback

Payment
Loyalty club enrollment

Most venues don't take advantage of all the downtime in the dining experience. Our solution helps brands capitalize on downtime and transforms downtime into fun experiences for adults, kids and families at the table - also creating a new revenue stream.

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Payments

Trusted by MasterCard

to deliver world's first contactless payments integration via interactive ordering tables - the perfect and reliable payment solution for contactless environments like private events, festivals, theme parks, and more.
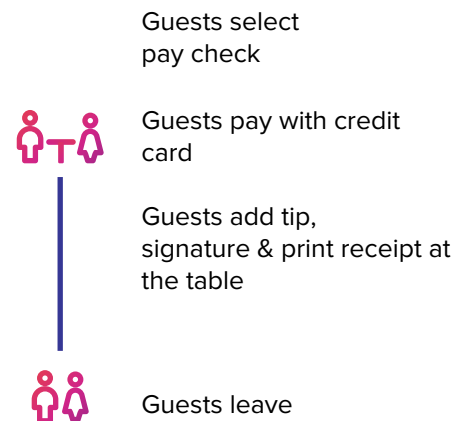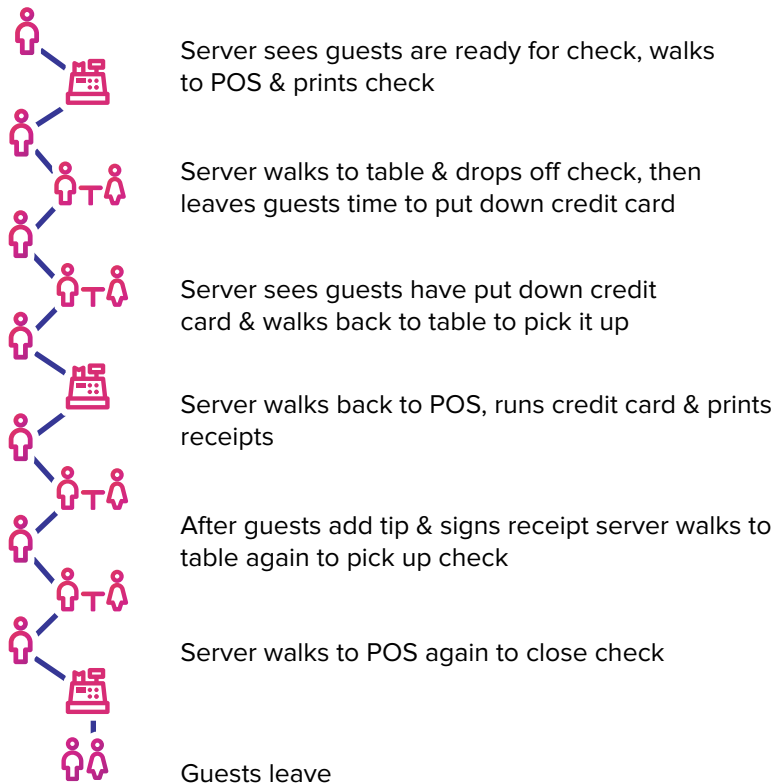
Paying the bill got easier, but it's still a pain. The marketplace is crowded with apps and solutions that promise a faster way to pay the bill. But the big challenge is getting people to download these apps like pay at the table or mobile wallets.

By empowering your guests to pay on their own, your servers save time that can be reinvested into enhancing the guest experience.
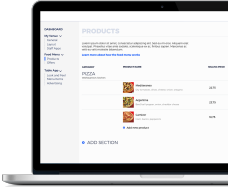
Pay Through a Server: 15 steps

Server sees guests are ready for check, walks to POS & prints check

Server walks to table & drops off check, then leaves guests time to put down credit card

Server sees guests have put down credit card & walks back to table to pick it up

Server walks back to POS, runs credit card & prints receipts

After guests add tip & signs receipt server walks to table again to pick up check

Server walks to POS again to close check

Guests leave

Pay at the Table: 4 steps

Guests select pay check

Guests pay with credit card

Guests add tip, signature & print receipt at the table

Guests leave

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Enlighton Benefits

Our self-ordering platform allows restaurant businesses to deliver smart and interactive dining experiences that bring people together around the table for more quality time, greater interactions and faster service.

Looking beyond digital ordering tables, Enlighton morphs ordering, entertainment, payments and advertising into a simple, integrated and easy to implement solution for your restaurant, your guests and brands.

	Venues get:	Guests receive:	Brands get:
With our web portal	Real-time control of everything that happens on every table Staff management and performance tracking data Analytics, reporting and statistics	Loyalty rewards tailored to their profiles and preferences to optimize guest personalization	Ability to track and optimize ad spend Capacity to easily manage and optimize campaigns, including competitions Dynamic content creation, distribution and tracking
With our self-ordering tools	Ability to show any menu item anytime - guests browse, order and pay whenever they want Capability to administer accessible and redeemable coupons and promotions Advertising revenue	Added value, greater engagement and convenience Full autonomy over the ordering, dining and payment steps of service	Capability to drive engagement through a powerful multi-touch app framework Capability to precisely deliver ads at specific times in the dining journey
With our staff tools	Enhanced staff efficiency- the table is in direct communication with our staff apps in the FOH & BOH Faster time to market than POS integration Better analytics	A direct connection to staff for specific service requests	N/A

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Enlighton's Financial Benefits

There are tons of benefits for integrating the Enlighton platform in hospitality environments. Our clients usually embrace the digital transformation to optimize labor, maximize throughput, increase order accuracy and generate extra revenue through effective upselling and advertising.

Let's take a look at a restaurant with 30 tables and see the positive impact of transforming 15 of them into digital tables:

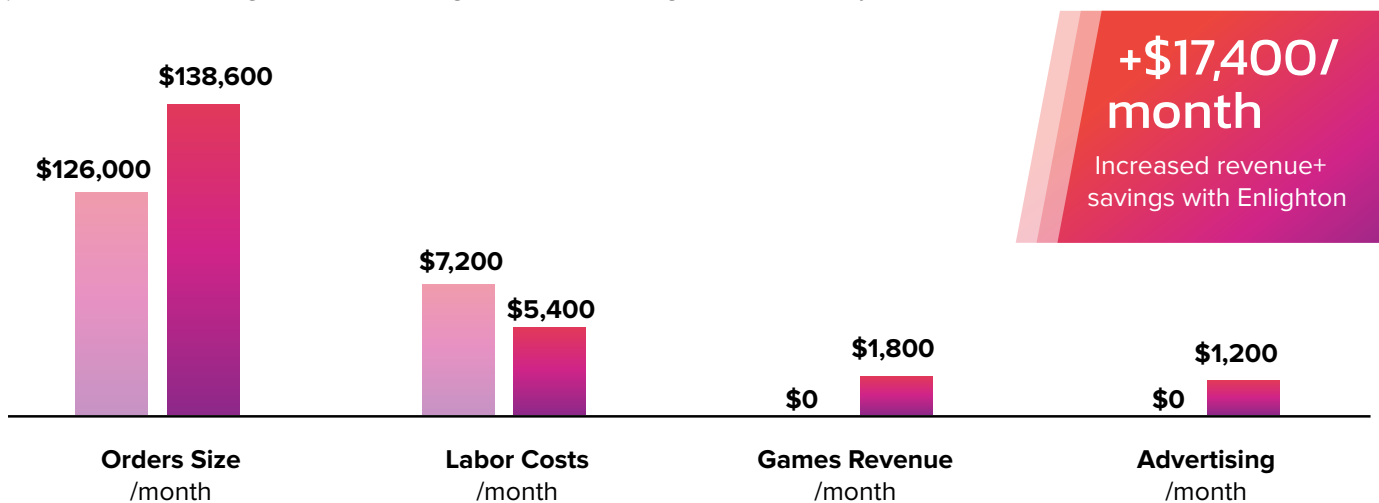| **Server to table ratio**	**$10**	**120**	**210**	**$20**
5 traditional tables or 10 digital tables	Hourly wage	Hours worked / month	Dining sessions / table / month	Average dining session

Save money by optimizing labor: By reducing the steps of service in the ordering process from 15 to 4, servers are able to manage more tables, so you can automate the ordering process, and enjoy the savings when you cut unnecessary staff costs. You benefit from a cost reduction of staff training, as a result of drastically reducing server responsibilities. Considering the reduction of 1.5 staff members, this restaurant can reduce labor costs by 25%.

Increased order size: Venues that integrate self-ordering solutions see an average 20% increase in order size*. The interactive menu and ordering flow make it easy for guests to add-on products, explore them in detail and customize their orders which encourages higher spending. People buy with their eyes.

Additional revenue from games: Considering a revenue of $0.8 for each time guests unlocks games on a table on 150 of the 210 dining sessions/digital table/month, a venue can make an extra $1,800.

Revenue from advertising: How can you realize the true potential of commercial partnerships and sponsors if you don't evolve with the times? Today, most ad spend is digital, and in 2019, digital accounted for roughly $333.25 billion - 50% of the global ad market. Simply by virtue of implementing interactive self-ordering tables in your business, you're able to receive advertising revenue which can be then reinvested to grow your business. Enlighton quickly becomes a revenue stream. The minimum amount generated by a table / month is $80.

*https://foodtecsolutions.com/blog/2018/10/03/self-ordering-kiosks-are-revolutionizing-the-restaurant-industry/

+$17,400/ month
Increased revenue+ savings with Enlighton

	$126,000	$138,600	$7,200	$5,400	$0	$1,800	$0	$1,200

Orders Size /month **Labor Costs** /month **Games Revenue** /month **Advertising** /month

■ **15 traditional tables + 15 digital tables**
■ **30 traditional tables**

Enlighton's Operational Benefits

Improve order accuracy and inventory management
By giving your guests more control and freedom as they dine, you reduce inaccurate order entry which also optimizes inventory. Order errors drop to almost zero when guests self-order, eliminating the costly order redo. With analytics, you gain valuable business insights to optimize inventory planning.

Surveys & customer feedback:
Traditional ways of collecting feedback take too long and have low opt-in rates. Obtain the truest representation of venue performance. With greater quality and measure of guest feedback, you can understand feedback from your guests and use it to optimize your restaurant's performance.

Menu engineering
Schedule menu items based on a range of conditions and build a menu that draws as much attention to your high profit products as possible.

Real-time guest feedback:
By connecting your guests and service staff together, operations become clock-work with enhanced service. Managers can be alerted every time a guest leaves a negative rating. Servers are notified of all guest requests - refills, extra forks, another round, etc…
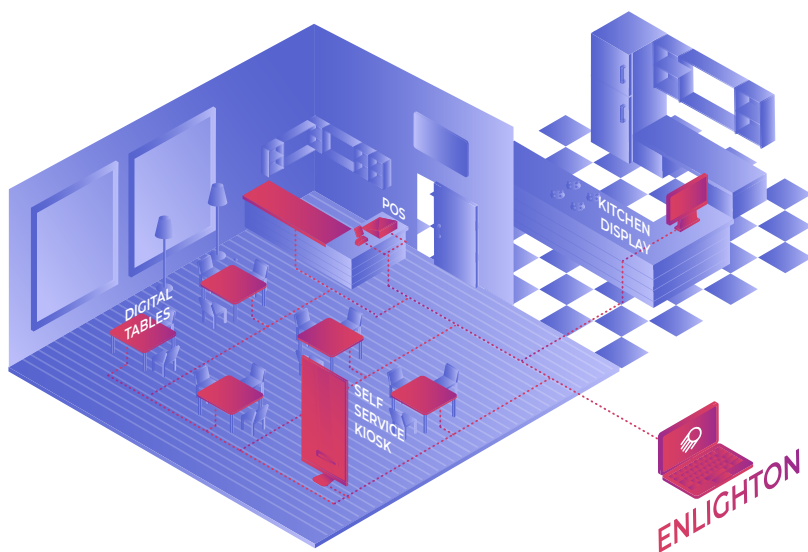
Maximize efficiency with data and analytics:
Guests: track how guests interact with the menu, get detailed reports on total number of customers, duration of dining sessions and which products are purchased over any time period.
Staff: track overall staff performance to learn where to make adjustments to gain more control over labour costs. You will finally learn how long it takes for your kitchen to fulfil and order, from the time it was sent until they notified the order it's done.

Enlighton and your POS

The relationship between business and technology is now closer than ever. **Hospitality businesses run on multiple technology systems that must be customized and implemented to precise requirements to be efficient, lower risk, comply, and ultimately save the business time and money**.

But with so much technology available today it's easy to run the risk of sourcing different solutions from multiple vendors only to end up with faulty integrations which lead to costly operational problems. We believe technology should be considered in every business decision you make, and that one of the most important decisions you'll face is choosing a POS system.

Enlighton know the importance of POS systems. That's why we develop features that maximize your POS capabilities to create a holistic and effective technology infrastructure that revolves around self-ordering and supports a scalable solution that grows with your business.

Through a POS integration that streamlines operations, here are the main reasons to integrate with Enlighton:

- Less hardware to manage
- All of your data in one place
- Your products, prices and descriptions on your POS will populate into the Enlighton applications
- Sales are automatically subtracted from your inventory

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Implementation

Enlighton is a "Software as a service" (SaaS) product with proven methods to ensure the successful delivery of software and hardware installation, maintenance services and furniture builds, whether bought or developed in-house.

High-tech, self-ordering table solution
Whether you're looking to upgrade a few seating arrangements, renovate your entire floor plan or transform your bar top into the ultimate self-ordering solution, Enlighton and 3M have you covered. Select from the 3M diverse portfolio of fully-integrated chassis solutions - 46, 55, or 65inch.

Designed to withstand the harsh conditions of hospitality. Available in multiple configurations to meet demands of every business.

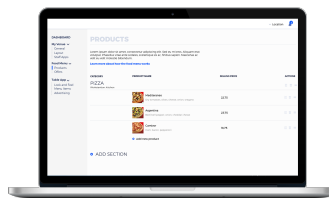| **A smartphone-like touch experience**	**Seamless integration**	**Purposeful design**
Touchscreen and electronics tuned for precise, full multi-touch functionality, even at the edges and corners of the display that provides a high quality self-ordering experience.	A fully-integrated chassis solution engineered for commercial applications and 24/7 operation that accommodate leading edge industrial design, for drop-in installations or bespoke furniture builds.	Thin enough to frame into any custom furniture, powerful enough for multiple guests to order, play and pay simultaneously, smart enough to do everything a normal table can't.

Integration concept

Build your own furniture or integrate the displays into your existing furniture
You have complete freedom over the furniture aesthetics to match the look and feel of your venue.
We're here to help you every step of the way with technical drawings and installation support as needed. The only surface requirement, to ensure optimal water resistance, is the placement of a rubber gasket between the protective metal border and display edge.

Fire up Enlighton
Register your account on enlighton.io to set up your venue. Personalize the menu, set up your table apps and staff apps.

![Enlighton]

Industries

Outdated, inefficient systems are a burden to customers and they are a persistent trend in the attractions, entertainment and restaurant industry. According to a study by Local Measure, the top customer frustrations when visiting a venue include long waiting times, high ticket costs and apathetic staff. Recent PwC data found consumers' expectations are not being met in these areas. The benefits of self-ordering serve many different types of hospitality businesses, but the features of most self-ordering software on the market are limited to only food and beverage ordering that is able to service just one guest at a time.
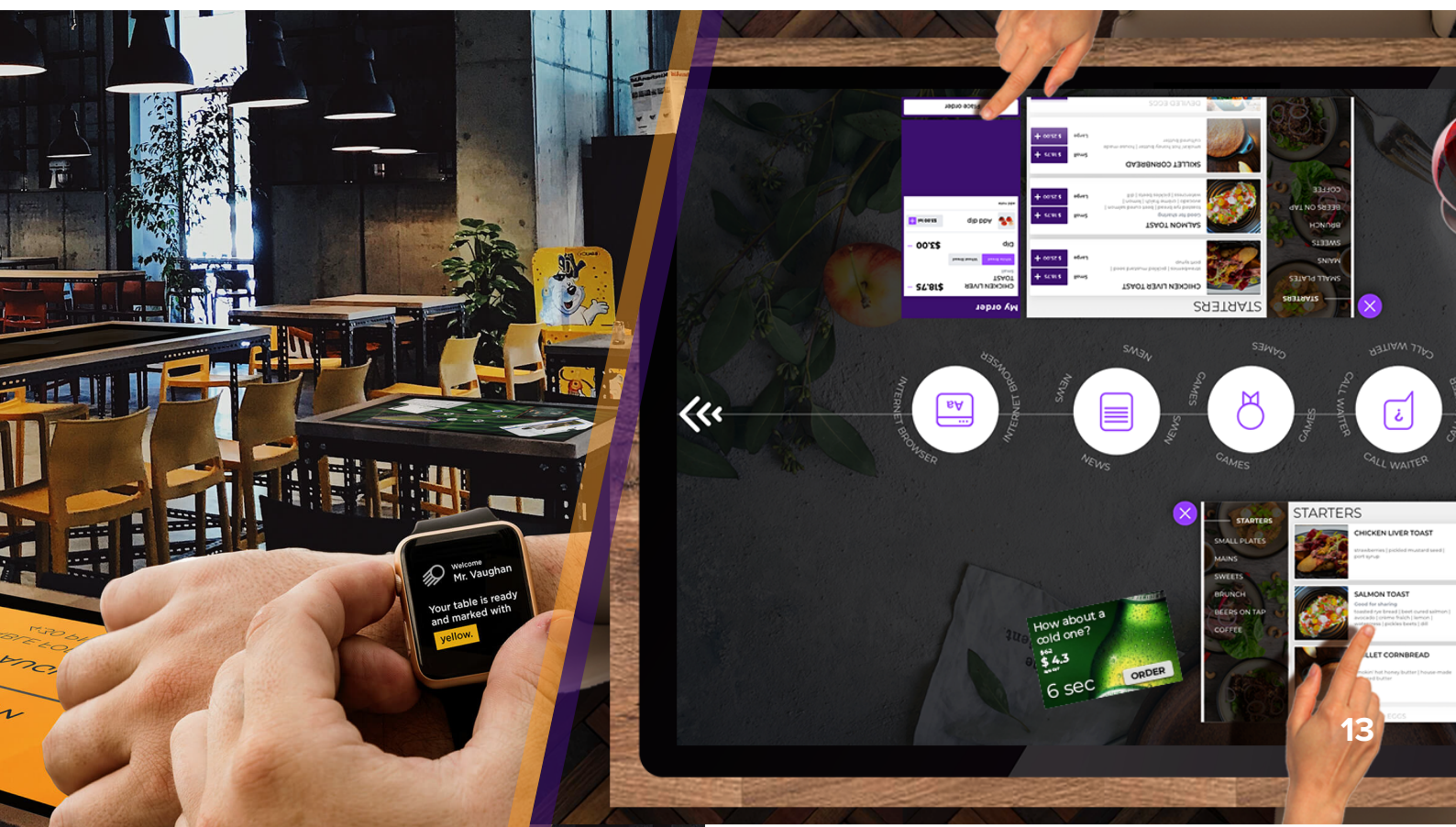
Restaurants

Today, customer experience is the new service and the way how people interact, order and pay in restaurants has changed remarkably within the last years. Digital transformation in the restaurant sector demands new concepts and tools that give staff everything they need to be more efficient and to connect with guests in real-time to deliver the best possible service. The result is an experience that becomes more personalised and human for brands, guests and staff.

Let's talk about happier guests, higher revenue and increased efficiencies:
Simply import your products and and take full control over their appearance in our ready to deploy ordering apps. One portal. Simple hardware installations. Unforgettable dining experiences.

● Real-time guest-to-staff notifications increase guest satisfaction and speed of service by ensuring no guest request is missed or any guest is left waiting
● Faster throughput for higher guest volumes
● Obtain new data and analytics that have never before been available for operational, staff, inventory and venue-level insights
● Increased guest feedback up to 80% by enabling guests to simply rate their experience in a tap
● Increased revenue per table
● Increase labor efficiency

Nightclubs

In the world of nightlife, atmosphere is everything. But nothing ruins the vibe more than having to plow through crowds for the next round. Whether that's your staff member or a guest - time is money. And it takes a lot of time and effort for nightlife venues to optimize throughput at peak hours amid swarms of people and deafening music. Save time and cut the back-and-forth by allowing multiple guests to order when the mood strikes.

The VIP table for a true VIP experience
Patrons are more likely to order more spirits when they don't have to wait to place their order. Improve guest satisfaction and operational efficiency through faster service, cut the possibility of human error and increase profits while improving the entire customer ordering experience.
● Orders fire to the nearest drink prep station to speed up service so you process more orders in less time
● Drive personalization through guest reservation welcome screens and a custom cocktail creator
● Servers are instantly notified when guests order or request assistance

Casinos

Bring together world class multi-touch casino entertainment with an all-in-one food and drink ordering and payment system. By putting customers in control of their ordering experience with interactive self-ordering tables, they'll be more likely to dwell in your casino and spend more. When the next bet and refreshments are just a tap away, why would they want to go anywhere else?

Amplify your guest experience
● Multi language menus makes it easy for international guests to navigate
● Quick order menu layout allows guests to instantly order to their table
● Allow guests to pay directly on the table to optimize staff efficiency

Stadiums

From premium boxes and seating at horse race courses to sport stadiums, Enlighton empowers your staff to ensure the highest level of service. Event attendees are able to order a range of products through the platform as well engage and interact with the entertainment at a whole new level.

● Live streaming: an online or an internal feed can be integrated into our table application for attendees to view instant replays and more
● Seamless betting: software integrations with the venue betting platforms enable multiple guests to place bets on the table to streamline the sports betting experience

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Hotels

From jetsetter getaways to the family vacation, travellers today demand an elevated experience during their journey that can only be provided through modern technology. Transform the guest experience in your restaurants or rooms with an ultimate personal touch.

Luxurious service, reimagined
Allow your guests to explore your full suite of hotel services, order from the table and charge the bill to their room using their hotel key card or mobile device.
● Integrate with your hotel rewards program to allow guests to redeem offers with their points in real-time as they wine and dine
● Guests can browse your full menu of food and drinks from their hotel room and request digital concierge service
● Create new revenue streams by advertising local business promotions and services

Theme Parks

Everyone who goes to the theme park is there for the adrenaline rush of the rides and thrills. While there is a lot of buzz around new technologies in rides such as augmented and virtual reality, theme park operators today must view the guest experience as a staged journey - not just a three minute roller coaster ride. This means that unique experiences should be factored in to as many guest touch point as possible.

Simply by introducing interactive self-ordering into your sit down food and beverage points, you are able to do away with one of the biggest pain points that guests face - waiting in line to order and pay for food. At the same time, you deliver a superior guest experience that increases staff efficiency and enables guests to get back to the action they came for.
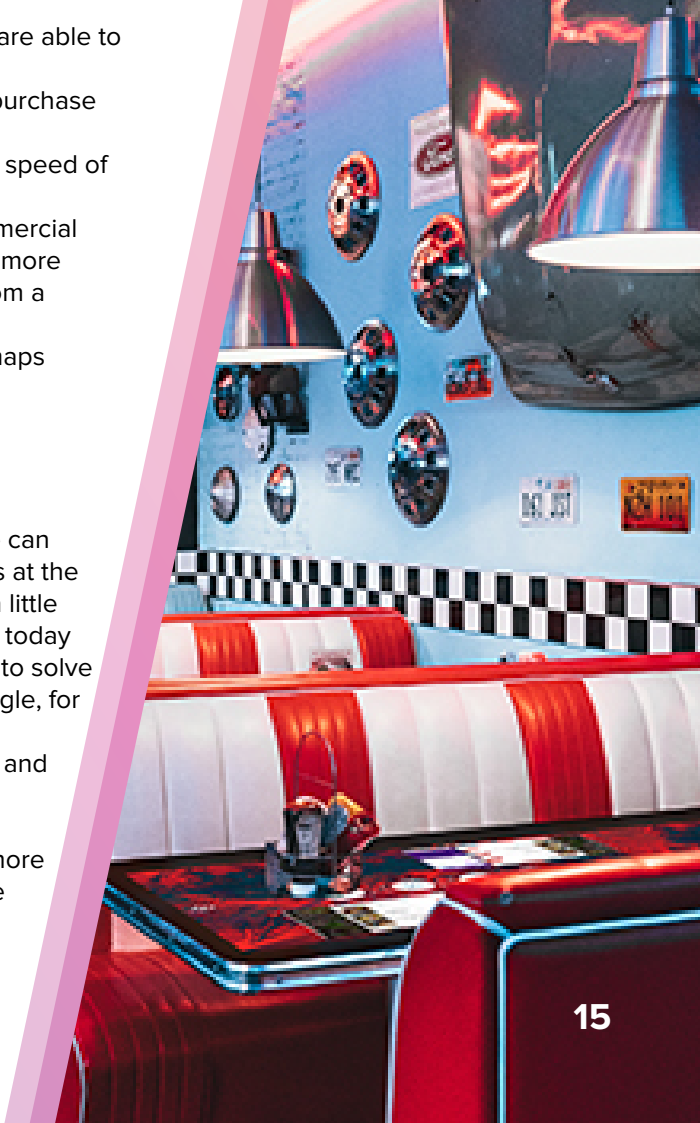
Fuel the fun with half the labor costs
● With self-ordering tables at your park restaurants and bars, guests are able to order the moment they arrive
● Park photography module for guests to browse their pictures and purchase them on the digital ordering tables
● Integrates with wearable/contactless payment systems to expedite speed of service and personalize guest experience
● Your new in-park media channel to add greater value for your commercial partners to optimize experiential product sampling, data capture and more
● Perfect for food court operations, guests are able to order items from a variety of vendors
● Wayfinding modules for guests to explore the park on interactive maps while they eat

Eatertainment

Foodertainment. Whatever you name it - no matter how much fun we can squeeze out of life, there is always room for more. There are no limits at the intersection between eating and entertainment. Sometimes it takes a little imagination to find solutions from another point of view. We consider today to be the perfect time to take advantage of the technology out there to solve problems better and faster - with a touch of innovation from every angle, for everyone.
● Team creator module for guests to set up their teams, track scores and more for bowling alleys
● Quick order buttons to drive sales 15-20%
● Enable guests to build their own milkshakes, burgers, pizzas and more
● Help guests select their preferred beer through an interactive taste preference assessment

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Click here to schedule a call