



Touchmonitor Solutions for Restaurants and Hospitality Providers

- FAST FOOD
- FINE DINING
- POINT OF SALE
- SELF-SERVICE
- KIOSKS
- FRONT DESK
- OFFICE AUTOMATION



Touch: The perfect solution for dining out or sleeping in

The user interface for automated applications should be simple and intuitive. In those applications where both operators and computers are in constant contact with the public—such as the hospitality arena—it is essential that the interaction also be as smooth and as fast as possible.

Whether for ordering fast food in a franchise, communicating with the kitchen in a high-class restaurant, or booking bedrooms at the front desk of a hotel or motel, touch technology has proven itself to be the most natural interface between people and technology for hospitality providers.

Elo TouchSystems, a unit of Tyco Electronics, is the world leader in touch technology and provides touchmonitor solutions for virtually all applications in the hospitality environment:

- Point of sale (POS)
- Point of information (POI)
- Self check-in
- Self-service
- Kiosks
- System control and office automation
- Front desk
- Tourist information
- Ticketing

Elo's strategically placed international offices, together with a worldwide network of distributors, software providers, systems integrators, and kiosk producers, means hospitality providers benefit from a global reach with a local touch. We will work with you to seamlessly integrate our products into your total solution.



A touch of dining out: From fast food to finger food

In an industry where employee turnover is high, simplifying the POS operation is often a major issue. Fortunately, an Elo touchscreen's natural, direct interface not only helps reduce training time and operator error, it also enhances time-sensitive operations from the reservation area to the kitchen. In fact, touch-based systems do more than just accelerate customer processing.

More and more restaurants and fast-food chains are using touch-based systems to capture and analyze detailed transaction data, while building a comprehensive customer database to help them better manage their businesses. For many Elo customers, a single touch-based system can analyze counter, delivery, and eat-in information, and handle timekeeping, labor scheduling, inventory control, management reporting, accounting, promotions, and marketing. In addition, a self-service kiosk can speed customers through the process and trim vital overheads. The results are a faster, more organized service—and satisfied customers who keep coming back.

Elo has grown to become the leading supplier of touch solutions for the restaurant and hospitality markets through both its consistent application of flair and innovation and its intensive customer care—creating a company that is easy to do business with.





A touch of hospitality: Hotels, motels, and lodging

Hoteliers and innkeepers benefit from the ease of use and simplicity of a touch interface in many of the same ways as their counterparts in the food service industry, and not just because many hotels offer a range of dining experiences. Elo touchscreens and touchmonitors are a natural fit for this environment because they make the training process fast and easy. And unlike a keyboard, which gets dirty and becomes less resilient over time, a touchscreen is durable over the long haul. Touch-based POS systems can operate in restaurants, bars, conference rooms, and even the pool areas and other revenue centers.

Elo's versatile touchmonitors help simplify complex or repetitive tasks and can be used to control property management, catering, and quality management, in addition to room management. Customer self check-in kiosks release vital staff to handle other tasks, with significant savings for the hospitality provider. Some hotels even place airline-ticketing kiosks in the lobby, and some airports place hotel reservation kiosks on the concourse. Both facilities use touch-based kiosks to provide tourists with local information, including maps of the area highlighting points of interest.

Elo's touchmonitors are packaged in a range of sizes and different form factors designed to be placed on existing hospitality features, such as countertops, server stations, and kitchen areas.



Self-service and point of information

The touch interface is universal and can be used by anyone, regardless of language, education, or socioeconomic or cultural background. The natural, intuitive feel of a touch interface makes every user an instant expert.

A free-standing, countertop, or mini kiosk strategically placed in the hotel lobby, airport concourse, or customer dining area enables visitors to make their own choices about the services you provide, while helping to build customer loyalty and reducing employee overheads. Customers can use kiosks to check in and check out, order their own meals, make hotel and plane reservations, become acquainted with local tourist spots, and even book and collect movie tickets.

Kiosk touch products are available with a host of touch technologies. Elo's IntelliTouch surface-wave technology is the most widely used for kiosk applications because of its clarity and resistance to scratches. SecureTouch technology provides an additional measure of resistance to breakage and vandalism because of its tempered glass construction. Elo's projected capacitive technology is the best choice for drive-through and outdoor kiosk applications that are exposed to harsh weather conditions.





Point-and-touch monitors for POS

Elo can provide a sturdy, rugged touchmonitor for a casual dining environment or something stylishly designed to blend in with the décor of the finest dining establishment or hotel lobby. And when cost is the key criterion, Elo's affordable 12", 15", and 17" LCD touchmonitors provide a solution that will accommodate your budget. Our countertop/desktop POS systems can fit into less space with a smaller footprint than older cash register systems.

Elo offers touchmonitors with an array of integrated peripherals, along with HID and OPOS software compatibility that application developers require. Options include a magnetic stripe reader (MSR) and rear-facing customer display, including a full 12" VGA monitor that can deliver targeted digital advertising or interact with the customer as an independent touchmonitor. Peripherals are always integrated ergonomically into the housing and designed to harmonize with the refined styling of the monitor.



Designed for touch

Elo monitors are designed for touch from the ground up, with fewer peripheral communication and power cables, ensuring space-saving simplicity and clean, easy installation.

- Full connectivity built into the monitor, including a USB hub
- Stable tilt bases that are removable or reversible for wall mounting, with mounting holes for countertop security
- Spill-resistant sealing
- Attractive styling from all angles, with cables hidden from user view
- Controls on the side rather than the front, with a lockout function



Space-saving touchcomputers



Elo's all-in-one touchcomputers offer a complete system in the same footprint as our touchmonitor. Silent, fanless, and with full connectivity, they provide the ultimate in stylish, space-saving efficiency and are equally effective for POS and self-service applications.



- Choice of solid-state embedded system or built-in hard drive
- Optional peripherals integrated in a compact design
- Four USB ports, two serial ports, Ethernet port, expansion slot, speakers, and mouse and keyboard connectors
- Choice of touch technology
- Removable base—all components in display head

Made to order for OEMs

Elo offers OEMs a range of touch technology components. In fact, Elo touch technology is implemented by more manufacturers of POS systems worldwide than any other. These technologies include the following:

- Elo's AccuTouch five-wire resistive, the world standard in POS touch technology
- AT4 four-wire resistive technology, which provides a cost-effective solution for small form factor applications, such as handheld devices
- Advanced CarrollTouch infrared, chosen by the world's largest manufacturer of POS systems
- Elo surface capacitive technology, for backward compatibility with existing systems

Elo can also design and build complete customized touchmonitors or build directly to your design specifications. Take advantage of Elo's well-established supply chain and Asia-based controlled manufacturing processes to deliver customized quality while lowering your costs.



Sealed for public access

Elo's rear-mount touchmonitors for kiosks are the industry's first sealed touchmonitors designed specifically for public-access kiosk applications. With a custom-designed chassis and sealed bezel surface, Elo's versatile rear-mount touchmonitors integrate easily into your kiosk design. Elo also maintains the fixed outside dimensions of rear-mount touchmonitors much longer than the average plastic-case monitor manufacturer, reducing the chance you will need to redesign your kiosk around a monitor component change.



Interactive digital signage

Bigger is better. Today, networked digital signage is attracting customers' attention everywhere. Large chains appreciate the benefits of multicasting information across locations instantly, as well as the possibilities of targeted narrowcasting of their message at scheduled times. Take your digital signage one step further with the interactivity of touch. Elo can produce both tabletop and rear-mount touchmonitors 32" and larger for your specialized application.



A kiosk on your countertop



Elo's countertop/desktop touchmonitors and touchcomputers are perfect for a wide range of hospitality kiosk applications for which cost, mobility, and flexibility are key criteria. Countertop/desktop displays can fit into just 25 to 50 percent of the footprint of a freestanding kiosk enclosure. Interactive displays can be easily moved around to meet changes in floor space layouts. Elo's countertop/desktop touchmonitors are packaged in different form factors designed to be placed on existing hospitality fixtures, such as shelving, countertops, a customer service desk, or a concierge station.

Choice of touch technology

Elo's touchmonitors are available with the touch technology you prefer:

- **AccuTouch five-wire resistive.** Activated with fingernail, gloved hand, credit card, or any stylus. Keeps working with splashes, food, and grease on the touchscreen. Stands up to aggressive cleaning.
- **CarrollTouch infrared.** Highly durable, superior optics, sealed against liquid splashing. Can be operated by credit card.
- **IntelliTouch surface wave.** Its pure glass construction is the ultimate in image quality and durability. Excellent for fine dining and self-service applications.
- **SecureTouch surface wave.** Provides an additional measure of resistance to breakage and vandalism because of its tempered glass construction.
- **Elo surface capacitive.** The choice for those who require comparable functionality with existing systems.
- **Elo projected capacitive.** For outdoor applications exposed to harsh weather conditions and possible vandalism.



Elo: a leading worldwide company

Elo has expanded its position in the restaurant and hospitality markets by proving itself every day—from the small details of design to quality demonstrated in lower total cost of ownership (TCO) and return on investment (ROI) over the product lifecycle. With direct offices in more than 15 countries, we are in your time zone, speak your language, and can deliver quickly from regional warehouses. We are there when you need us.

Elo's founders invented the touchscreen more than 30 years ago. Today, Elo is not only the world leader in touch technology, but also the world's largest producer of touchmonitors. Our monitors are designed for touch—it's not added as an afterthought from a different supplier. We even build our monitors under the same roof as our touch technology.

Elo is part of Tyco International, the world's largest manufacturer of electrical and electronic components. The company operates in more than 100 countries with 260,000 employees and had fiscal 2005 revenues of \$40 billion.

tyco
Electronics

Getting in touch with Elo is easy!

Find out more about Elo's extensive range of touch solutions. Visit **www.elotouch.com** today and discover the perfect solution for your restaurant or hospitality application. Or simply call the regional headquarters nearest you.

Corporate Headquarters

Elo TouchSystems, Inc.
301 Constitution Drive
Menlo Park, CA 94025-1110
800-ELO-TOUCH
Tel: 1-650-361-4700
Fax: 1-650-361-4747
eloinfo@elotouch.com

European Headquarters

Tel: +32 (0)16 35 21 00
Fax: +32 (0)16 35 21 01
elosales@elotouch.com

Asia-Pacific Headquarters

Tel: +81 (45) 478-2161
Fax: +81 (45) 478-2180
info@tps.co.jp

Latin America Headquarters

Tel: +1 305-428-5210
Fax: +1 305-717-4909
eloinfo@elotouch.com

www.elotouch.com

www.elotouch.com.fr • www.elotouch.de • www.elotouch.co.uk
www.elotouch.com.ar • www.elotouch.com.br
www.elotouch.com.cn • www.tps.co.jp



AccuTouch, IntelliTouch, SecureTouch and CarrollTouch are trademarks of Tyco Electronics Corporation. All other trademarks are the property of their respective owners. Products and specifications subject to change. © 2006 Tyco Electronics Corporation. All rights reserved. Image copyrights remain the property of their respective owners. Printed in Belgium 2/2006..