micros®
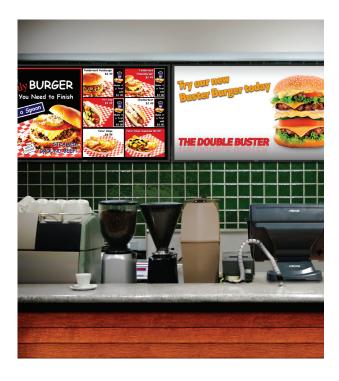
Capture attention with
dynamic digital menu and marketing boards

One of the latest tools to emerge in the restaurant industry is the MICROS Digital Menu and Marketing System(DMMS). A fully integrated feature of the MICROS RES point-of-sale (POS) system, this dynamic technology displays menus while simultaneously drawing customers' attention to other information, like current store promotions. While the restaurant market becomes increasingly aware of the benefits of digital versus traditional menu boards, restaurant owners seek a solid solution that will improve operations and boost the customer experience. For restaurants with multiple locations, Corporate can manage content for the store's menu board, eliminating the need for input at the individual store level.

Typically sold as an added module or an interfaced product, MICROS includes the Digital Menu and Marketing System functionality as a core feature in MICROS RES. So when you're ready to deploy this innovative technology for your business, MICROS is ready with a turnkey digital menu and marketing solution that includes the software, hardware, cabling, and installation.

Captivating marketing boards drive sales

MICROS Digital Menu and Marketing Systems' high-bright display and attention grabbing audio promote daily specials and up selling, which increase revenue. The commercial displays uniquely provide a stable, long term solution. The MICROS Digital Menu and Marketing System is the perfect balance of quality, performance, service ability, and warranty support. The ability to update advertisements, prices, and other digital media dynamically and at zero cost provides business owners with unprecedented flexibility and competitive advantages.

This fully integrated solution truly delivers the ultimate Digital Signage Solution. Menu and price changes are made concurrent with the POS and seamlessly update almost instantaneously, resulting in an increased level of accuracy between the price displayed on the menu and price charged to the customer, thus improving customer satisfaction. This automatic process enables employees to focus on customer service rather than manually changing the menu. Remote access to monitor display status is included as a core functionality, eliminating additional software costs.

Powerful marketing capabilities offer the opportunity to more dynamically alter in-store promotions in order to increase sales and potentially decrease waste. The MICROS Digital Menu and Marketing System offers display menus, while simultaneously drawing customers' attention to other relevant information, such as current restaurant promotions, or other promotions offered on property, such as the spa. Restaurant owners can select from an extensive library of menu board layout templates and an integrated display of all media types including text, images, audio, animations, and video.

Unprecedented flexibility is available through the MICROS Digital Menu and Marketing System. Price promotions can be tested and quickly implemented or discarded depending on success metrics available through direct integration. Restaurant owners benefit from improved ability to test new campaigns with zero printing and distribution costs. Additionally, the MICROS DMMS creates the capability to switch campaigns regionally or nationally within minutes.

Profit From:

- Convenience of automatic processing enabling employees to focus on customer service and food preparation
- Fully integrated solution eliminating need for additional software costs
- Low power draw that is environmentally sound and saves on energy costs
- Drastically reduced reaction time as promotions and menu materials are displayed instantaneously and customers no longer have to wait for printed mailings

MICROS's sturdy menu boards are constructed with resilient, rugged parts specifically designed for the hospitality environment with built-in redundancies to allow menu boards to continue to operate in the event of screen failure. The commercial displays have cooling fans to handle the higher temperature range, while offering a low power consumption. The closed construction has no moving parts and no vent holes to draw in grease or dirt, reducing the potential for down time. The menu boards are designed for a long life, rated to run 24/7, and include a five-year warranty. The strong feature set offers high-definition displays and an on-board sleep/wake timer. Designed to work with a variety of mounts, the MICROS DMMS mounting capabilities offer landscape or portrait modes.

NEC P Series LCD Displays the 40" and 46" LCD displays provide a first-class solution for digital signage applications. High contrast, industrial-strength design and Enhanced Digital Signage Technology Suite (DSTS), which boasts more than 30 advanced features, make these displays ideal for 24/7 operations in even the most harsh environments.

- Broad range of inputs, including DVI, VGA, component, composite, HDMI, and DisplayPort
- Thermal protection to diffuse heat followed by fan-based technology specifically designed to work in both landscape and portrait modes
- Sealed panel design provides protection in less than optimal environments, while protecting against particles like dust, grease, or steam
- 1920x1080 full high-definition image with up to 650 cd/m2 brightness and up to 4000:1 contrast ratio
- Eco-friendly features include an ambient light sensor, which ensures consistent brightness no matter the lighting conditions
- RS-232 enables multi-display control and daisy chain, allowing for individual and group-addressable control, and simple effective setup and monitoring of the display
- Thin-bezel design makes these displays ideal for side-by-side menuboard applications
- A unique 5-year Next Day, Onsite Hardware Warranty

NEC Display Specs

MODEL	P401	P461
LCD MODULE		
Viewable Size (Diagonal):	40"	46"
Panel Technology:	SPVA	
Native Resolution:	1920 x 1080	
Pixel Pitch:	0.46mm	0.53mm
Brightness (Typical/Max):	500 cd/m2 / 650 cd/m2	
Contrast Ratio (Typical):	3000:1	4000:1
Active Screen Area:	(WxH)34.9 x 19.6 in. / 885.6 x 498.2mm	40.1 x 22.5 in. / 1018.1 x 572.7mm
CONNECTIVITY		
Input Terminals:	DVI-D, Analog 15-pin D-sub, 5 BNC (RGBHV), Display Port, Composite (Share RCA and BNC), S-Video, HDMI, Component BNC	
Audio:	Audio 1 (MiniJack), Audio 2 and 3 Stereo (RCA), HDMI / Internal Speaker: None	
External Control:	RS-232 for multiple monitor control, Ethernet, IR, DDC/CI	
Audio Amplifier:	15W Stereo	
ADDITIONAL FEATURES		
	Thin bezel, advanced thermal capabilities, sealed panel, expansion slot, Ethernet Control/Communication, TileMatrix (10x10), PIP (remote), multi-level programmable zoom, scheduler (w/RTC), off-timer (countdown), screen saver, vacation switch, AutoBright (signal input), IR, portrait-capable, metal rear cabinet, handles, touch-and protective screen-ready, ambient light sensor, carbon footprint meter	
POWER		
Power Requirements:	AC 100-120V / AC 220-240V@ 50/60 HZ	
Power Consumption (Typical):	175W	210W
Power Consumption-Standby Mode:	1W	
PHYSICAL SPECIFICATIONS		
Bezel Width (L/R,T/B):	0.61in. / 0.61in., 15.5mm /15.5mm	0.65in / 0.65in., 16.5mm/16.5mm
Dimensions (without stand; WxHxD):	36.2x21x5.5in./919.7x532.2x140mm	41.6x24x5.5in./1055.4x608.6x140mm
Packaging Diwensions (WxHxD):	42.3x26.9x11.8in./1074x682x300mm	46.5x30.8x11.8in./1180x782x300mm
Net Weight (without stand):	52.9lbs./24kg	63.9lbs./29kg
Gross Weight (with box):	66.1lbs./30kg	79.4lbs./36kg
VESA Hole Configuration:	300x300mm (4 hole)	
ENVIRONMENTAL CONDITIONS		
Operating Temperature:	5-40o C / 41-104o F	
Operating Humidity:	20-80%	
INCLUDED ACCESSORIES		
	Power cord, 15-pin D-sub cable, setup sheet, wireless remote control, batteries, main switch cover,CD-ROm (user manual)	

MICROS Digital Display Controller Specs

Platform:	Onboard Intel Atom 1.6GHz, Intel 945GSE + ICH7M, AMIBIOS with 4Mbit BIOS Flash
System Memory:	1GB DDR2 533 SDRAM
Storage Inteface:	Compace Flash I/II 1, SATA Port 1
Networking:	2x10/100/1000 Mbps LAN Ports
Display Controller:	Intel 945GSE built-in Intel Extreme Graphics
Audio:	ALC888 HD 97 Codec
Back I/O:	Serial RS-232x2, 1 VGA, 1 DVI-D
Front L/O:	Power switch, 4 USB 2.0, 2 LAN RJ45, DC-in power jack x1, Mic Line out
Expansion:	Mini-PCI socket (optional)
Hardware Monitoring:	Windbond W83627 HG integrated hardware monitor
OS Support:	256-level software programmable watchdog timer
Environmental Parameters:	Embedded Windows XP, Embedded Windows CE, Linux, Windows XP

Temperature, ambient operating: -20o ~50o C, Relative humidity, noncondensing: 5 ~95%, Storage Temperature: 20o ~70o C (-4o ~158oF)

Shock CFD: 100g peak acceleration (6 msec duration) |
| **Physical Dimensions:** | 140Dx190Wx36H mm, Weight: 1.07Kg |
| **Power:** | DC + 12V, 60W |

NOTE: The LAN ports on this unit are reversed from what is conventional. LAN 1 is on the right and LAN 2 is on the left. Lan 2 will be disabled in the BIOS from the factory. Lan 1 is unnecessary for this application.

MICROS DDC Front I/O

MICROS DDC Rear I/O

A powerful tool to capture your customers' attention and display promotions and specials

Find out more about how MICROS can help you grow

Get in touch with us for more information or to schedule a demo and consultation appointment.

Phone: 866.287.4736 (US and Canada)

MICROS Systems, Inc.

7031 Columbia Gateway Drive

Columbia, MD 21046-2289, USA

Sales information:

Phone: 443.285.6000

E-mail: info@micros.com

www.micros.com