

# BETTER EXPERIENCES FOR YOUR GUESTS

## SELF-SERVICE TECHNOLOGIES IN RESTAURANTS



**PYRAMID**

**QSR**



# TABLE OF CONTENTS

01. Ready for Peak Time

02. QSR  
POLYTOUCH® SWIFT 24  
POLYTOUCH® PASSPORT 27

03. FCR  
POLYTOUCH® PASSPORT 32

04. QSR + FCR  
faytech® 43" A-FRAME  
faytech® 55" MEGASCREEN

Pyramid PAGING & LOCATING System

05. Take Aways, Bars, Coffee Shops, Foodtrucks  
POLYTOUCH® FLEX21.5 & FLEX21.5 lite

06. References



Our faytech® and Polytouch® brands provide the food service industry with solutions for the entire digitalization process. They make ordering, payment and operating processes more efficient and redefine the customer service experience at all touchpoints. When you choose Pyramid, you are choosing state-of-the-art technologies and comprehensive services from a single source.

POLYTOUCH® is a pioneer in the field of digital self-service: Over 40,000 of our kiosk systems ensure a better customer experience and process efficiency in fast food restaurants worldwide.

faytech® specializes in touchscreen and touch PC solutions. Around 30,000 full HD touchscreens work in the self-ordering terminals of a large North American fast food chain.

A selection of our references in the restaurant sector can be found at the end of this brochure.

We provide the solutions of the two brands in basic configurations that cover numerous applications ex works. Additional purchases of components or peripheral modules are generally not necessary.

For special use cases, the terminal's platform principle enables both the cost-efficient implementation of your special requirements and a fast time-to-market. We can realize almost all your requirements for accessories, peripheral systems and mounting and fastening variants in the shortest possible time.

This makes Pyramid your first choice for setting up a new or modernizing an existing digital infrastructure in your system catering, regardless of whether you opt for a basic configuration or a specific solution.

In this brochure we present terminals and digital signage for different segments of the catering industry. The assignment of the models to a segment is based on our experience in

hardware construction and our knowledge of the market. You would like to use a different kiosk or menu board in your segment? Gladly! One of our principles is "Anything is possible!" You decide which technology you want to use and our experts will bring it to your space!

This also applies to the PLS paging and tracking solution. With the PAGING and LOCALIZATION packages, we have created a holistic concept for system catering businesses of all sizes that combines reliable performance, user-friendliness and flexibility when it comes to integration into existing self-service infrastructures.

Also important to know: We will provide you with a dedicated contact person for your digitalization project. He or she will be an expert in your industry and will support you from kick-off to roll-out and beyond. A telephone service line is also available to answer your questions.

Our passion for digitalization has made us your gamechanger for the challenges of today and tomorrow. With innovative technologies, designs and services, we can ensure your success. We will accompany you as competent partners!

**We are Pyramid: Agile. Creative. Reliable.**

## ABOUT THE AUTHOR

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*Dr. Christian Hartmeier is the content creator for the Pyramid brands AKHET® (industrial computers and servers), faytech® (Touch PCs and touch screen monitors), and POLYTOUCH® (self-service terminals and PLS).*







With an annual sales volume of over 60 billion Euro (2019), the hospitality industry is one of the most important economic drivers in Germany.

In just 10 years, it has managed to increase revenue by a full 35%. This steady upward trend is set to continue after the end of the pandemic, and so is the need for self-service technologies.

Surveys of fast-food and quick-service restaurant patrons show that terminals for ordering and paying are already very popular today.

For approximately 65% of interviewees the option of self-service at kiosk increases their willingness to visit the restaurant. Approximately 55% prefer a kiosk when the line at a conventional cash register is longer than 4 people. The numbers speak for themselves: guests want modern self-service technologies as part of their visit to quick-service and casual restaurants.

And what about restaurant operators? They earn an average of 30% more per order through effective upselling at the terminal. What's more, kiosks relieve the pressure on staff. Precious staff resources can be used elsewhere: for tidying up the food service area, decorating the space, or advising customers with questions about allergens or ingredients.

Digitization brings many advantages, and not only to the big players with their large fast-food and quick-service restaurants in high-frequency zones: Providers with smaller branch networks and individual restaurateurs also benefit from self-service technologies: Do you want to notify guests in your beer garden that their meal orders are ready? A clear case for paging! Do you offer table service? Use tracking to make sure that every meal really reaches the right customer quickly and reliably!

As you can see: Digitizing your hospitality business or upgrading its existing self-service infrastructure benefits both your guests and you, the operator. When you choose POLYTOUCH®, you will benefit from solutions that increase your sales. The future-proof self-service of POLYTOUCH® technologies are long-term assets that guarantee a high return on investment. Our space-saving terminals make optimal use of your floor space, enable profitable upselling opportunities, and their elegant design invites your guests to the convenience of self-service.

With POLYTOUCH® your guests get attractive, appealing and easy-to-use kiosk solutions that optimally fulfill their desire for a modern digital ordering and payment process that shortens queues and waiting times.

On the next pages, we will take you on an exciting journey to some segments of the hospitality industry and the self-service technologies POLYTOUCH® provides for them. We will show you in detail which terminals are best suited to which use cases and where the advantages lie. Self-service technology can make sense for takeout, bars, cafes and food trucks.

*Want to know how? Read on!  
We hope you enjoy!*

## 01. READY FOR PEAK TIME

**Order digitally and enjoy with all your senses!**



# SIMPLY SELF-ORDERING

Straightforward and efficient...

## 02. QSR

### POLYTOUCH® SWIFT 24

We are specialists in digital self-service in the food service industry. We are expanding our position in the industry with the SWIFT, our new kiosk terminal within the POLYTOUCH® brand. Let the show begin..

Are you looking for a cost-efficient terminal that provides all the hardware needed for straightforward self-ordering? Then the SWIFT is just right for you. Our new kiosk comes with everything you need to make ordering food and beverages as smooth as possible for your guests.

The single-display terminal is designed for high-frequency, continuous use in high-traffic situations. The POLYTOUCH® SWIFT speeds up the ordering and payment process many times over and can handle long queues in no time at all.

Would you like to find out more about the SWIFT in its standard version? Here you go! Guests select their order from the 24" full-HD touchscreen, which displays razor-sharp videos and images in brilliant colors. Remember – 30% more turnover per order is possible through upselling! Your upselling offers appear so tempting on the SWIFT that it's almost impossible to resist.

The compact chassis below the screen houses the SWIFT's peripherals. Your guests can use the scanner to redeem the vouchers or discount codes that your restaurant has issued. It doesn't matter whether they are presented on paper or on mobile devices.

The scanner has an integrated NFC module to read information stored on loyalty, membership or bonus cards. This means that guests who order from a SWIFT still collect points with their loyalty card or receive the special offers that are linked to your loyalty program. Would you like to display personalized order suggestions? If the card is linked to the customer account, the SWIFT will access their order history and display customer-specific suggestions.

What else is included in the SWIFT chassis, which is about the size of a shoebox? You are right! There's the thermal printer for issuing invoices and receipts.

The LAN interface, status light, loudspeaker, and the payment module of your choice completing the basic equipment in the SWIFT. An adapter plate in the bracket makes it easy to use payment modules by different manufacturers.

With a footprint of just 42 × 27.5 cm (16.5" × 11"), the SWIFT conserves the resources of your valuable space. Whether in large or small restaurants, the slim terminal makes it easy for you to provide plenty of self-service power. This reduces wait times for guests and relieves your staff.

POLYTOUCH® wouldn't be POLYTOUCH® if the SWIFT didn't also have room for optional modules within its compact dimensions. You want to connect the terminal wirelessly to your network? Or collect data about how your self-service offering is used? How many older people use it? How many younger people? How are orders distributed throughout the day? Do you want to save energy when the terminal is not in use and have it self-activate when a guest approaches? Would you like to enable orders via voice command? We can provide the slim SWIFT with peripherals for each of these requirements: Wi-Fi interface, camera, ADA-compliant keyboard with headphone connection, proximity sensor, microphone.

As you can see: Our new standard terminal for quick-service and fast-casual restaurants fulfills numerous requirements. The SWIFT complements Pyramid's self-service portfolio as a cost-efficient terminal in POLYTOUCH® quality for typical use cases in QSRs and FCRs. However, even a SWIFT cannot work magic! Do you need a terminal with two displays, space for additional peripheral modules, or a completely different visual design?

Then get to know the other members of our POLYTOUCH® PASSPORT family on the following pages. They are currently wowing customers at Hesburger in Finland and the Baltic States, at Frittenwerk in Germany, and at Monkey Town in the Netherlands, among others.





# TWO IS BETTER

Eyecatcher included...



## 02. QSR

### POLYTOUCH® PASSPORT 27

With a POLYTOUCH® PASSPORT 27 two kiosks operate in tandem. In one fell swoop, you'll have twice the capacity to serve your guests.

With a chassis that is only about two palms deep and a minimal footprint, the PASSPORT 27 takes up very little space, so it can easily fit into smaller restaurants.

Like all POLYTOUCH® terminals, the PASSPORT 27 is not only functional! With its clean contours, super slim appearance and designer stand, it simply looks great in any hospitality concept. This turns the kiosk terminal into a landmark for your guests that is visible from afar and invites self-ordering.

The invisible cable routing through the stand also contributes to its unmistakable appearance. If there are no sub-floor power outlets, power and data can be supplied through an appropriate ceiling suspension.

What else can be said about the 27 PASSPORT? Oh yes: we almost forgot! The screens are available with antibacterial coating on request. And while we're on the subject of hygiene: The terminal can be equipped with a holder for sanitizer and transparent side panels for social distancing.

For those who can do without dual power, the system is also available as a single standalone and wallmount variant.





## 03. FCR

### POLYTOUCH® PASSPORT 32

Like its smaller brother, the PASSPORT 32 is designed for restaurants where service staff at the order counter regularly work up a sweat, and guests are annoyed by the length of the queue.

The PASSPORT 32 provides a remedy for this environment - once and for all - and will put a smile on the faces of your staff and your guests. In the double display version, the PASSPORT can even take care of two guests at the same time.

The PASSPORT's huge 32"-full-HD touch display is particularly suitable for the clear presentation of large menus. Your upselling offers (substitutions, side dishes and beverages) are also presented effectively.

During idle times, the displays use images and videos to draw attention to your special promotions or your advertising partners marketing messages providing options for additional sources of revenue to you.

The PASSPORT is a prime example of a kiosk system whose sophisticated technical design gives its operator a great deal of freedom of choice. Different formats (single or dual display) and mounting options (stand or wallmounted) as well as a small footprint guarantee maximum flexibility in positioning the terminal on the floor.

And the freedom continues when upgrading or retrofitting the PASSPORT with peripheral modules. There is plenty of space within the console (belly) and in the display frame. This provides cost effectiveness through simple yet customized adaptation of the PASSPORT to your current and future use cases.

The big players in the hospitality industry have demonstrated that the AI age has arrived in the industry. With the 32 PASSPORT, you too can take this path, e.g. by expanding the terminal's peripherals to include a camera for facial recognition using AI-supported processes.

The design of every POLYTOUCH® solution is guided by the motto "Keep it simple and smart." That's why the PASSPORT 32 is more than easy to install for the first time or be moved to another location. Its plug-and-play principle is so clever that assembly and disassembly can be done quickly, without tools, with just one technician and virtually without instructions. This saves time and money!

See for yourself: scan the barcode to see the video!



# MAXIMUM FREEDOM!

Today, tomorrow and beyond...

Scan QR code  
and watch video





## 04. QSR + FCR

faytech® 43" A-FRAME (4K)

Our product portfolio is growing! We are extremely proud to present two new digital signage solutions from our brand faytech® in this brochure. However, there is no need for premiere fever. Read on!

You keep hearing it: "Customer acquisition is difficult!" We disagree: The A-stand from faytech® redefines the term freedom of information, because it carries your marketing message to where it reaches new guests the fastest: in front of the restaurant!

Show off the good things you have in your pots and pans on the sidewalk or in your outdoor restaurant and motivate passers-by to enter and try them.

The A-Frame from faytech® is almost 5 ft. high with a screen diagonal of more than 3 ft. Nobody just walks past that much digital advertising space. With its 4K resolution, it brings menu cards and special promotions to the people - in good and bad weather, with absolute sharpness of detail and in vibrant colors and rich contrasts!

That's because the display's optical bonding prevents light reflections on top of the glass in sunny as well as condensation underneath it in rainy weather. Thanks to optical bonding, the display is also fully protected against dust and even strong jets of water (IP65 certification).

You will derive the benefits of the weatherproof faytech® A-Frame in front of your door in all seasons and all environmental conditions. Now you say: "That sounds great. But how does power and my content get into and up on the A-Frame?" The answer: "Quite simply via wireless network or a 220 Volt outlet. If you like it completely wireless, we can also deliver the A-Frame with a battery pack."

Are you in the mood for even more digital signage from faytech®?

Then turn the page!



# STOP PASSERS-BY!

Featuring spectacular content in 4K...





## faytech® 55" MEGASCREEN (4K)



Does this seem familiar? You've recently given your menu an update. The new menu boards have been printed, sent out and are hanging above the counter. Changing over to the new ones in all of your locations was time-consuming, as usual; handling the plastic sheets while balancing on a ladder, not without its difficulties, as always. And all the while you know: The next change is never long in coming and then it's back to square one: Everything back to the beginning and all over again. Time for digital menu boards!

MEGASCREEN from faytech® is an efficient and elegant solution to rolling out menu changes, current special offers or new dishes in your network of sites: it is all effected by a central administrator practically at the push of a button.

Like the A-Frame, the MEGASCREEN displays your visual content in 4K (UHD). The screen resolution of 3840 x 2160 pixels makes colors so crisp and details so sharp that just looking at the images and videos turns a small appetite into a big one.

The lifetime of the LED panel, which provides the illuminated display, is 100,000 hours. This corresponds to a durability of an incredible 12 years - in 24/7 continuous operation! So you can be sure that the MEGASCREEN rewards its purchase with a long return on investment.

The MEGASCREEN is also available with a touch panel! Guests can use this to interact with the content on the

huge display in the entrance area and in the dining rooms. Pure infotainment! The use cases that result from this are as numerous as they are exciting: Being welcomed by avatars, virtual tours behind the scenes of your restaurant, information about the nutritional value and ingredients of the dishes, little sweepstakes games ... Of course, you can also simply run hip videos on the MEGASCREEN. All this increases the loyalty to your brand and the loyalty of your guests to your restaurants!

The MEGASCREEN's touch panel is made of 2.8 mm thick glass with hardness grade 7, making it highly resistant to damage. The optical bonding of the touch and LED panel guarantees excellent legibility and visibility of the screen content even in difficult lighting conditions.

As you can see: faytech® completes the POLYTOUCH® product portfolio with important solutions for your restaurant.

### SHOW IT ON THE BIG SCREEN!

You can't get more spectacular content...





## 04. QSR + FCR

### Pyramid PAGING & LOCATING-System

## GUEST CALL OR TABLE SERVICE?

Either way, we've got something for you...

The order is ready for pickup at the food counter. But how does this good news reliably reach the hungry customer? A clearcase for tracking with PLS PAGING from Pyramid Computer.

You are asking yourself: How exactly does this work? It's simple! Your service staff enters the guest's order into the POS and hands them a puck. With the small disc in hand or pocket, the guest finds a seat in the restaurant. As soon as the order is ready, the puck receives a message from the PLS, which it passes on to the guest by means of an acoustic or visual signal. They can now make their way to the food counter, where their delicious meal awaits them. Gone are the days when guests forget or lose their pickup code or don't hear the service staff's call.

Now you say: Fine, but I offer table service. The answer: Tracking with PLS LOCALIZATION so that every meal reaches the customer quickly and reliably! PLS LOCALIZATION tracks a person via their puck in real time, i.e. changes in position are registered immediately. In this way, the waitstaff can find the guest even if he or she has moved after placing the order.

For even further process optimization, you can integrate one or more kiosk terminals into your point-of-sale or point-of-service system. This way, your guests can enter the food orders themselves at the terminal, which then dispenses the puck.

With the PLS PAGING system, you have paging capability. If your catering concept changes, simply add tracking function of PLY LOCALIZATION. The openness and flexibility of Pyramid PLS makes it possible. Start as a professional in paging and become an expert in tracking when needed.

We developed PAGING and LOCALIZATION for restaurateurs who have many guests to serve at the same time. Do you have questions about PLS? We will be happy to advise and assist you from selecting the right package to support during installation. Simply send an e-mail to [sales@pyramid.de](mailto:sales@pyramid.de).



Would you like to use the POLYTOUCH® FLEX21.5 or one of our other kiosk systems for PLS? The external puck dispenser makes it possible! It can be controlled by the POLYTOUCH® kiosk of your choice via the PLS infrastructure.



## 05. TAKE-OUT, BARS, COFFEE SHOPS, FOODTRUCKS

### POLYTOUCH® FLEX21.5 + FLEX21.5 lite

The POLYTOUCH® FLEX21.5 is Pyramid's tailor-made solution for all restaurants where efficient use of space becomes a challenge because every square inch counts.

Due to its compact design, the FLEX21.5 fits in everywhere: in takeaways, bars, coffee shops and at food trucks. The small FLEX makes self-service a big hit with your guests.

The almost frameless and super-flat touch display in portrait format gives the FLEX the look and feel of a tablet. This creates a familiar usability for guests that invites them to order and pay in self-service. Incidentally, the FLEX received the prestigious European Product Design Award in 2020 for its pioneering design.

Despite its compact dimensions, the FLEX21.5 is a fully-fledged kiosk. Its stainless steel chassis makes the FLEX so robust that it can easily cope even with feisty guests.

In the countertop version, the FLEX21.5 can be placed on the sales counter. Stand and wall mounting are also possible, of course.

The standard version of the Flex includes a module for cashless payments. If desired, this can be supplemented with a component for accepting and returning banknotes and coins. This accommodates guests who still like to

pay for small purchases with cash. Other peripheral modules can be added and upgradeable flexibly. The FLEX name says it all!

The *FLEX21.5 lite*, is designed for operators who, due to very limited space, need a kiosk with minimal space requirements. The Flex lite is like the FLEX's little brother: a kiosk concentrated to the absolute minimum. It is designed for no-frills self-ordering and contains everything needed: touch display, payment module and barcode scanner.

And what about the printer? Doesn't the FLEX21.5 lite print out a receipt? Yes it does: on the screen as a QR code! The guest can scan it with the cell phone and immediately has the receipt in electronic form.

That much FLEX21.5 lite technology may not fit in a vest pocket, but it does fit in the smallest trattoria.

FLEX21.5 and FLEX21.5 lite are kiosk systems for the clever restaurateur, because their sophisticated technical and optical design really give them a competitive edge and strengthen your own brand.

### The FLEX in fast food restaurants.



# FOR YOU, WE MAKE IT FIT !

## Great technology for your small space...



2020 WINNER  
**EUROPEAN  
PRODUCT  
DESIGN  
AWARD**

[www.productdesignaward.eu](http://www.productdesignaward.eu)



# 06. REFERENCES

## Hesburger



With 501 restaurants, the fast food chain Hesburger is represented in a total of nine countries.

To modernize its self-service technology, the Finnish food service giant opted for the Polytouch® PASSPORT 32.

„Of the three kiosk suppliers we had in mind, Pyramid was able to convince us completely,” says Kari Salmela, Managing Director of Hesburger.

Pyramid provided Hesburger with a dedicated contact person who supported the project in every phase: from the initial

kick-off to after-sales support following the roll-out. He coordinated the concerns of the project participants and the required material and personnel resources. He was available to Hesburger at all times during the busy times of the project phase.

„The communication with the responsible team at Pyramid worked 100%,” summarizes Kristian Wessberger, Business Manager at Wisdomic. „They were always available for inquiries and did everything they could to ensure everything ran smoothly.”

POLYTOUCH®

The Dutch company De Digitale supplies restaurants with complete solutions for self-service. The company relies on hardware from Pyramid. We supply De Digitale with kiosk systems from our POLYTOUCH® brand and the PLS paging and locating system.

De Digitale's customers include t' Eiland. Guests order and pay at the POLYTOUCH® PASSPORT 32 kiosk, whose large display makes it ideal for clearly presenting the extensive menu.

Once the order has been placed, guests receive a localization tag in the form of a puck from the selforder terminal. From this point on, the service staff can track the guest's location on the screen and serve them at the exact table - regardless of whether they are in the restaurant or outside. When the order is delivered, the puck is collected by the staff and inserted into the terminal for the next use.

The technology behind this pinpoint table service is called PLS. PLS is our high-precision Real-Time Location System (RTLs), whose hardware and software components locate guests in real time.

In contrast to other Bluetooth-based beaconing solutions, PLS determines the location of a tag by measuring the angle. This leads to a localization accuracy of 20 cm. On average, it takes around five hours to set up a PLS. Depending on the size, the premises are equipped with 5-10 antennas on the ceiling or walls.

The PLS for t' Eiland consists of 2 kiosk terminals with puck dispensers, a network server as a hub as well as pucks and antennas (locators).

Initial evaluations show that the self-ordering solution was very well received shortly after its launch: Only 50% of guests still order at the conventional checkouts, the other 50% at the terminal. And: An order at the kiosk generates around 35% more sales than at the ordering counter.

Do you not offer table service in your restaurant? Then the PLS with guest call function is just right for you! It reliably notifies your guests that the menu is ready for collection.

POLYTOUCH®





# AKHET®

## YOUR TAILOR-MADE HARDWARE SOLUTION

High quality computer systems for  
Industrial Automation, Retail, Network & Security  
for medium businesses and large enterprises.



## YOUR TOUCH SOLUTIONS SPECIALIST

Specialized in design, development, manufacturing and  
marketing of Touch Screen Monitors and Touch Screen PCs.



# POLYTOUCH®

## ULTIMATE TOUCHSCREEN SOLUTIONS FOR TODAY AND TOMORROW

Interactive self-service kiosks, info terminals,  
paging and real-time locating systems.



**WE ARE  
PYRAMID**

AKHET® | FAYTECH® | POLYTOUCH®



**PYRAMID**  
agile. creative. reliable.