

*Results at the Touch of a Button®*



Embedded Processor Designs

*What theater patrons are saying about*

*PlexCall . . .*

"...inside the theater you press a button for your waiter.

Very effective system as you're not bothered during the movie when you don't want to be." - Atlanta, GA

"I picked the Parmesan cheese, pushed a button and it felt very decadent, almost like somebody was hiding behind the wall, grating it for me right at that moment."

-Kansas City, MO

"Love the cold draft beer. Every time I need something, just push the button. You should try the frozen hot chocolate!"

-Dallas TX.



## PlexCall. The only service button that delivers results.

EPD's call systems have set new standards in dining and entertainment. From off-the-shelf solutions, to highly customized packages — right down to the button, EPD is the leader in call service technology. Our system is the only one on the market that delivers results: **increased sales**, reports that can help improve your business, making you more efficient at managing your staff and more effective at serving your customers.

### Optimize Concession sales with PlexCall:

Annual VIP Concession Revenue:	\$621,814.36
<b>Average Sales Increase using PlexCall:</b>	<b>15.00%</b>
Concession Sales Revenue with PlexCall:	<u>\$715,086.51</u>
Annual NET ROI:	\$93,272.15

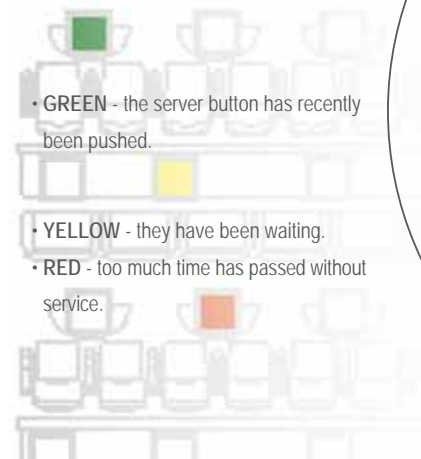


“We were amazed to see the difference when we installed PlexCall. It enabled us to provide a higher level of service, we have installed PlexCall at all of our locations.”- CEO Studio Movie Grill



Whether you have a single theater or multiple locations, PlexCall is the leading customer service management system for today's dine-in or VIP theaters. PlexCall makes serving more patrons easy.

Your staff can see who wants to place an order, and in what order the call is placed. Patrons place an order by touching the wireless PlexCall Button located at their table or seat. Servers see the corresponding Call Light illuminated at the seat and on the PlexCall Monitor. The Monitors display a seating layout of the entire complex along with a list of "active calls". Call Lights on the monitors are color coded for wait-time sensitivity.

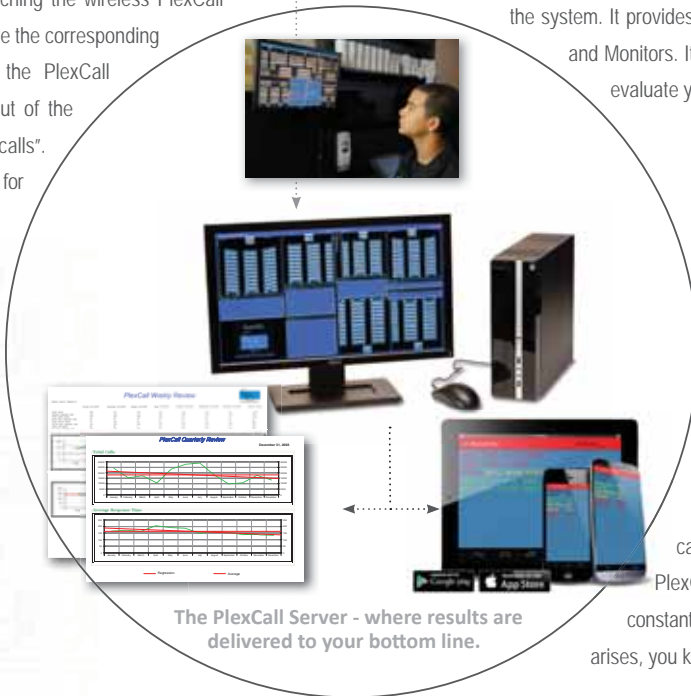


- GREEN - the server button has recently been pushed.
- YELLOW - they have been waiting.
- RED - too much time has passed without service.

### Results at the Touch of a Button. ®

The PlexCall system generates industry leading reports, allowing managers to optimize performance and enabling corporate to ensure all locations meet the same level of service. The PlexCall Server is the nerve center of the system. It provides wireless communications between theaters and Monitors. It records valuable service statistics that help evaluate your staffing needs and performance such as;

- total number of calls
- average wait time
- total number of red seats



The PlexCall Server - where results are delivered to your bottom line.

The PlexCall system is made complete with the PlexCall Manager Status Pager and Theater Call Light. Managers are paged when a patron has been waiting too long, allowing comps to be kept to a minimum, and customer satisfaction at a maximum. Call lights are used to augment the PlexCall Monitors, allowing a higher visibility of active calls. Diagnostic Indicators displayed on the PlexCall Monitors and e-mail notifications provide constant status of system communication. If a situation arises, you know before your customer.



“...you just push your little button on the side and someone comes to help you out. I applaud the staff having to serve in the dark!”

- Thousand Oaks, CA

## Options:

From Mechanical to Piezo to Solid State, all buttons are wireless and available in blue, red, or green. Whether you need battery- or hard-powered configurations, we can interface with any seat or table. Many call buttons can be customized with a logo or an icon of your choice, which helps to brand your theater and the experience. From our smallest-footprint SB1 to the most elegant stainless steel PZ1, PlexCall has the button to fit your seating and budget. View all of our options at [PlexCall.com](http://PlexCall.com)



## Accessories:

Keeping servers aware of service status is critical to providing quality service. PlexCall offers multiple solutions to keep managers and servers informed. From LCD monitors to handheld devices to pagers, PlexCall has you covered. View all of our accessories at [PlexCall.com](http://PlexCall.com)





*Results at the Touch of a Button<sup>®</sup>*



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