



What's On Tonight?

What's on TV in your kitchen? If your restaurants are like many today, the answer is "your orders."

Originally designed to handle QSR businesses, kitchen video display systems have become increasingly common fixtures in quick, casual and fine dining kitchens alike. Maitre'D's Color Video Monitor Systems® eliminate steps, cut down on errors, improve productivity, and drive increased guest satisfaction across all types and sizes of restaurants. Its full color displays and multiple screen layouts make orders easy to read. Its eight-button Bump Box makes orders easy to control. And its rich reporting keeps you on top of staff productivity at all times. With CVM®, service is faster and more accurate, reports more detailed and complete, and end-of-day closings simplified: all at a significantly lower cost than printer, paper and ink.

With CVM®, here's what could be on TV in your kitchen today.

6 AM 1 FIRST THINGS FIRST - Morning Discussion

The coffee's ready with hosts Kathy, Frank and Widget the Weather Puppet as they share tips on getting your CVM off to a great start.

With CVM, there's no setup you have to do-everything is preconfigured for you, no matter how many controllers you run. Every network address, device ID, wireless connection-all the technical settingsare preset, or are configured automatically on initial startup: including integration with Maitre'D. You can modify any or all of these settings, from changing the IP address of the network adapter to changing the color displayed for soft drinks-from the most familiar of interfaces.

CVM will be up and running before you've started the coffee for lunch.

8 AM 3 LIKE SO MANY GRAINS OF SALT - Daytime Drama

Mary drops the printed order behind the cash register. Farley forgets which orders are parked. The entire kitchen holds its breath when the Sous Chef at Le Grande Aplomb gets his nose caught in the order wheel.

A busy kitchen struggles to maintain control in an environment driven by slips of paper. With CVM, the operational inefficiencies of the "enter-print-post" method of placing orders, fighting for a spin of the order wheels, expediting, and quality control are eliminated. The endless stream of orders coming out of paper printers—and the problems of backlog when paper runs out unnoticed—is ended. In its place: a simple, direct connection from the point of sale to the place of preparation. It makes the last steps easier and more correct too, providing both chefs and expeditors with pictures of the complete meal for garnishing and presentation control.

10 AM 2 RINGING THE REGISTER – Business

Today's **Fact or Fiction** segment finds host Chartson Graffs digging deep to uncover the real ROI in kitchen displays.

CVM is Cheaper than Printers: It's a Fact

With CVM, there are three cost elements: all one-time, fixed costs.

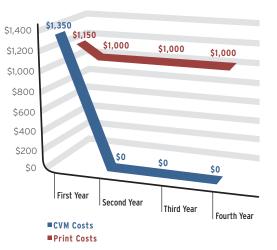
- 1. A perpetual license.
- 2. Flat screen monitor(s).
- 3. Labor costs for mounting displays.

With printers, there are also three costs: two of them go on forever.

- 1. The cost of the printer.
- 2. Annual cost of paper: \$1,000
- 3. Annual cost of ribbons: \$100

After four years, the cost of printing is more than triple the cost of CVM.

CVM CLOSEUP



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BUMP BOX BASH

LIVE... TONIGHT ON CHANNEL 6
FROM CVM KITCHEN HALL

STARRING

Biggie One And The Eight Bumpkies

- Buttons are large, easy to see, and easy to press without mistake.
- The 1 Key is the order at the top of the list.
- A second, giant "1" key makes bumping the oldest order easy to do from any station.

PLUS

Lovers in the Park

 Alert staff that the customer is parked and waiting for an order to be prepared.



Screen Modes Sing Their Greatest Hits

- "Four or Eight" Use the four-screen mode when orders tend to be larger.
- "You Split My Screen in Two" Visually separate order types (for instance, drive-thru orders from counter orders).
- "Summaries" Display seven orders and a quantity summary of all menu items
- "Your Picture on My Dashboard" Switch to dashboard mode to manage and modify Bump Box settings.
- "Comin' Home" Return the Bump Box to Normal Mode from any of the special Screen Modes.

FEATURING

Blasts from the Past and Tomorrow's Hits Today

• Recall up to 100 bumped orders and preview up to 100 incoming orders.

INTERNATIONAL KITCHEN DISPLAY SYSTEM AWARDS GALA

The battle for best is upon us once again. As always, CVM is the hands-down favorite to sweep the awards for best KDS features. Here are a few of CVM's "shoo-in" categories.

Best Art Direction

Present full color imagery of your menu, along with the recipe, so that chefs, servers, expeditors and others can know how to best present the meal.

Best Casting Direction

Establish unique system settings and configurations for each employee category. Each employee configuration establishes permissions, enables or disables CVM functionality, permits or prohibits report generation, and more.

Best Re Direction

Control on which CVM monitors items should appear. This is useful when there are multiple cooking stations (for instance, Cold and Hot) during peak times, but only one during slow periods.

CVM SPOTLIGHT

Best Short Subject

Manage and monitor kitchen productivity by setting a Target Time for order preparation and flashing an alert when an order goes beyond its target time.

Best Live Event

Transmit items, one by one, as they're entered, or wait until the entire order is placed. Here's another feature designed initially for QSR that has found wide use in fine dining (for instance, for items that need extra time to prep or cook).

Best Documentary

CVM is well documented, both in a PDF User's Manual, and through a comprehensive, context-aware help system.

Best Sequel

CVM allows you to add new items to an existing order—useful for both changing an order at the pickup window and for adding items when a new guest joins a table.

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Up-to-the-minute News and Forecasts.

CVM delivers the information you need to track, manage and improve productivity. Look at Service Speed, including Over/Under statistics; view transactions by Order Mode or Revenue Center; and probe sales on a transaction-by-transaction basis. Every report is presented as text, or in clear and accurate graphs and charts. You have full control of your reporting, including how often you create reports, when you restart the reporting period, what happens to previous information on restart, which printer to use, and more.

8 PM 6 EVEN MY HUSBAND CAN DO IT - Comedy

Tonight, ever-zany Mark talks Squishy and the Dauphin into learning to use the CVM Utility—and discovers that it's simpler than they ever dreamed possible.

The CVM Utility gives you back office control over your monitors, controllers and Bump Boxes—no matter where your Maitre'D system is located. Operate Bump Boxes remotely, from redirecting monitors to highlighting orders to overriding settings set at the Bump Box itself. Upload training videos, send instant messages to any or all CVM systems, upload recipes with visuals that show presentation, test the configuration, control reporting, manage monitor redirection—and more.

In fact, through the same tabbed interface you use every day-both with Maitre'D and virtually every Windows application-you'll manage, modify and save over 150 CVM settings. It's even easier than it sounds, since, with very few exceptions, you'll never have to "enter" information: every setting is made from list box and check box selections.

11 PM 7 THE LAST HOUR - Late Night

Guests: Kitchen Adventurer C.V. Emm tames a paper monster; Dame May Tredee performs The Kitchen Soliloquy from Rocky XVII Part 3, The Director's Cut. The Last Hour Band performs "Close and Reconcile."

At the end of the day, Maitre'D CVM makes every aspect of ordering, preparing and serving easier for every kind of restaurant. For QSR, where speed is of the essence, CVM tracks who's ordering, who's waiting—and how long they've been there. For table service, CVM distributes orders to each station, ensuring they're complete and on time. For fine dining, where presentation is critical, CVM helps expeditors garnish and quality-check the meals. For every type of restaurant, managing, monitoring and reporting is made simpler and automatic. All of which, at the end of the day, when the TVs are off, lowers your costs, streamlines operations and increases diner delight.

What's on TV tonight in your kitchens?

It should be CVM.

For more information about how CVM can work in your kitchens, contact us today.

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