



## **NEXTEP SYSTEMS and MRI Unveil the Drive-Thru Kiosk of the Future**

**TROY, Mich. and ATLANTA – November 13, 2009** – For fast food customers, imagine being able to place a drive-thru order without experiencing the long wait time, garbled voice of the order-taker and the dissatisfaction of driving away with the wrong order. For store owners, imagine being able to handle more vehicles during peak hours, increase daily sales averages and have employees focus on order fulfillment and improved customer service rather than non-value added order-taking and payment processing. Well, the drive-thru of the future is here today.

NEXTEP SYSTEMS and MRI today introduced a new concept of touch screen drive-thru kiosks that empower customers, improve order accuracy and efficiency, boost up-sell opportunities and can increase revenue. NEXTEP is a leading software developer of intuitive touch screen ordering, digital menu boards and online ordering solutions for the foodservice industry. MRI is a leading hardware manufacturer of reliable, high-performance indoor and outdoor digital displays and self-ordering kiosks.

With hardware developed by MRI and software developed by NEXTEP, this next generation drive-thru concept is an innovative, direct self-ordering interactive device for outdoor use at a typical quick-serve restaurant (QSR). Orders are placed directly by the customer using the interactive touch screen on the 32" high-bright portrait style display. The display allows for use in direct sunlight while the robust touch screen supports customer interaction with bare or gloved hands in dry or wet conditions.

“We are delighted to work with MRI to provide our restaurant customers with the industry’s most advanced drive-thru touch screen kiosk technology,” said NEXTEP President and Co-founder Tommy Woycik. “The integration of NEXTEP’s superior self-order software with MRI’s drive-thru kiosk hardware significantly improves the drive-thru experience for restaurants and patrons.”

Bill Dunn, CEO and President of MRI added, “The QSR industry is constantly looking for ways to improve the customer experience at the drive-thru window since it represents over 60 percent of store sales, while customers simply want an easier and quicker way to order. With NEXTEP’s intuitive self-ordering software and MRI’s robust outdoor design we are proud to introduce this industry-changing technology solution.”

MRI PROPRIETARY INFORMATION

1600 Union Hill Road • Alpharetta, GA 30005 • 770-295-1201 • 678-807-5274 (fax) • [www.mri-inc.net](http://www.mri-inc.net)

The concept follows a number of successful pilots of the first generation drive-thru system implemented at Subway franchises throughout the U.S. in both warm and cold climates. For franchisee, Rob Woodward, pilot drive-thru systems implemented at Subway locations in Loveland, Colo., and Alliance, Neb., created a more efficient drive-thru experience, helping to increase sales by an average of 10-15 percent and providing rapid payback on the system.

“Investing in drive-thru self-serve technology has helped us increase our sales and differentiate our customer service from the competition,” said Woodward. “Customers love the easy-to-use and frustration-free self-service ordering experience. In an industry driven by measurable sales and customer satisfaction, the rapid payback we’ve experienced shows that the systems play a significant role in helping our drive-thru operations thrive.”

Several Subway locations are scheduled to integrate the second generation self-service drive-thru system, including two of Woodward’s Subway stores located in Loveland, Colo., and Cheyenne, Wyo. The advanced features of the next generation drive-thru kiosk include:

- **A 32-inch interactive touch screen** designed for optimum viewability that allows drivers to order at the kiosk with just a touch of a finger. Gone is the garbled, disembodied voice of the attendant trying to understand and repeat orders. The customer controls the ordering experience.
- **An ambient light sensor** that automatically adjusts the screen’s brightness level, depending on the brightness of the surroundings. Even on the sunniest days, the screen will appear razor sharp.
- **A special screen feature called DPS (Display Positioning System)** displays the information right where the driver touches the screen. So whether a family is ordering from a Hummer or a Hyundai, the screen information will be right at eye level.
- **A proximity sensor** detects an approaching vehicle and displays a welcome screen and voice prompt, so the device is ready to accept orders as soon as the car or truck pulls up.
- **A bar-code scanner and credit-card reader** enable payment as soon as the food is ordered. No need to fumble with change or signatures at the window—customers can just grab their food and be on their way.
- **A webcam option** that allows restaurant staff to view the customer placing the order for even more personalized service.
- **A Thermal Management System**, which can be used in all outdoor environments and operates in temperatures from -4 degrees Fahrenheit up to 122 degrees Fahrenheit.

### **About MRI**

MRI (Manufacturing Resources International) is an Atlanta based designer and manufacturer of Digital LCD Displays (32"-82"), Digital Menu Boards, Pump-Top Displays and Self-Ordering Kiosks. The **BoldVu™** product line encompasses both indoor and outdoor configurations and includes unique features such as BrightVu™ (2000 nit brightness), SureVu™ (image verification), CoolVu™ (for 50 °C) and SAM™ (service access modules) to provide a low cost of ownership with optimum functionality. MRI has an installed base of 4000+ units and offers both standard and custom hardware / technology designs to meet the specific application requirements. For more information, visit [www.mri-inc.net](http://www.mri-inc.net).

### **About NEXTEP SYSTEMS**

NEXTEP SYSTEMS develops a comprehensive and intuitive self-service product suite for the foodservice industry, having implemented more than 1,000 self-order kiosks in the U.S. and Canada. A leader in customizing automated ordering solutions and robust digital signage, NEXTEP serves airports, deli operations, casinos, restaurants, stadiums and arenas. NEXTEP's solutions are tailored for individual vertical markets and include complete customer-facing technology designed to improve customer service, reduce expenses and deliver continuous growth and revenue-boosting opportunities for its clients. For more information and product demos, contact NEXTEP at [info@nextepsystems.com](mailto:info@nextepsystems.com), 866-654-8730 or visit [www.nextepsystems.com](http://www.nextepsystems.com).