

## The Technology

wiseOutlook's MobileMenu<sup>SM</sup> Solution is simple because the restaurant's existing menu is placed online at the corporate branded website. Displays of all options and customizable features for each menu item selected are presented to the customer plus the ability to make special requests.

The solution offers customer data tracking to indicate order histories and contact information, and provides emailing capabilities for coupons, special offers and special occasion recognition. Additionally, the solution offers online ordering of gift certificates and gift cards. Customer reports, business analytics, and financial reporting are provided through the administrative portal.



## Fast Facts

- 8% of all food service operations take orders online... that number is expected to grow to 27% in 2006, a 300%+ increase.
- By the end of 2006, 1 in 4 restaurants is expected to have online ordering.
- 21% of meals prepared outside the home are carried in.
- 31% of consumers have used the internet to view a restaurant's menu, up from 12% in 2000.
- mCommerce is predicted at \$29B in 2006 and more than \$58B in 2007.
- 214+ million US mobile device users are predicted through 2006, representing 71% of the population.

*Stay Competitive and Increase Profits by letting your customers have your menu in their pockets!*



*Call or contact us today so that we can answer your questions and arrange a demonstration of wiseMobileMenu Online Ordering Solution<sup>SM</sup>.*



2718 Centerville Rd. • Tallahassee, FL 32308 • (888)576-9473 - Toll Free • (850) 574-9473 - Fax

[www.wiseoutlook.com](http://www.wiseoutlook.com)

© Copyright 2006 wiseOutlook

# wiseMobileMenu<sup>SM</sup>

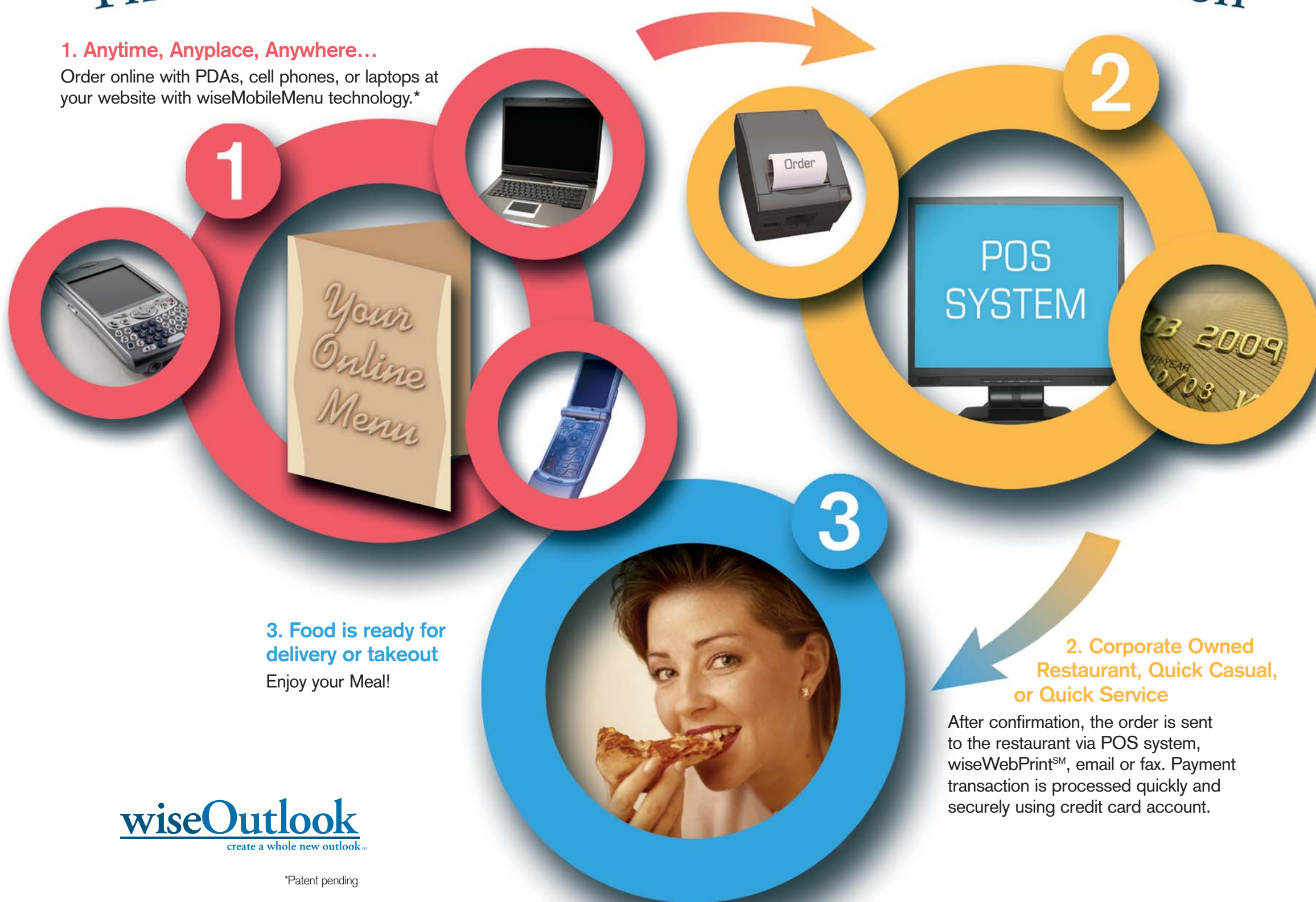
ONLINE ORDERING SOLUTION

## Put Your Menu On Your Customer's Cell Phones And PDAs

# People & Food On The Go: The wiseMobileMenu<sup>SM</sup> Online Ordering Solution

## 1. Anytime, Anyplace, Anywhere...

Order online with PDAs, cell phones, or laptops at your website with wiseMobileMenu technology.\*



3. Food is ready for delivery or takeout  
Enjoy your Meal!

## 2. Corporate Owned Restaurant, Quick Casual, or Quick Service

After confirmation, the order is sent to the restaurant via POS system, wiseWebPrint<sup>SM</sup>, email or fax. Payment transaction is processed quickly and securely using credit card account.

**wiseOutlook**  
create a whole new outlook<sup>SM</sup>

\*Patent pending

*Connecting Customers and Restaurants – Expanding Business<sup>SM</sup>*

The wiseMobileMenu Online Ordering Solution<sup>SM</sup> changes the way corporate owned restaurants, quick casual, and quick service franchises accept customer's takeout orders by integrating and maximizing the use of mobile devices and computers. By streamlining ordering, preparation, processing and payment, restaurants reduce costs and increase profits.

Hectic lifestyles, two income households, men and women who can't or don't want to cook — all contribute to the demand for restaurant meals that can be eaten at home.

## Advantages of wiseMobileMenu<sup>SM</sup> / Online Ordering

### Corporate Benefits

- Leverages national marketing/websites already in place — branded with company's look and feel.
- Generates repeat sales and added profits.
- Tracks and monitors customer data.
- Implements direct marketing campaigns.
- Offers more customer ordering and dining options.
- Integrates restaurant's POS systems.
- Minimizes order/delivery time.
- Reduces order errors and wasted food.

### Customer Benefits

- Improves quality of service and convenience.
- Reduces time required to place an order.
- Order favorite meals with a single click.
- Provides instant access for ordering 24/7.

## What wiseOutlook Wants You To Know!

### Does it work?

Yes. Our technology has been integrated by hundreds of restaurants into their corporate branded websites and has been operational since 2003.

### Is it expensive?

No. Setup and subscription costs are easily offset by the increase in profitability, ranging from 30-50% for online orders.

### Is it easy to integrate?

Absolutely. Our system has been developed using industry standard, cross platform technologies, which means easier integration into existing IT solutions resulting in faster roll-outs at lower costs.