

VISIONQUEST™

DIGITAL SYSTEMS



flamekist steaks & bbq

12 oz Choice Sirloin Tips..... 12.99

6 oz Angus Sirloin..... 8.49
 8 oz Angus Sirloin..... 9.99
 12 oz Angus "Thick" Sirloin..... 14.99

6 oz Angus Sirloin Tips 7.99
 12 oz Angus Sirloin Tips 12.99
 8 oz Angus Chopped Steak 6.99
 10 oz USDA Choice Ribeye 15.99
 16 oz USDA Choice Porterhouse 18.99
 Pulled Pork BBQ Platter 9.49
 Country Fried Steak..... 7.99
(Entrées include: Choice of Potato & Texas Toast)

chicken-seafood-salads

Grilled Chicken Breasts (2) 8.99
(Plain, Teriyaki, Lemon Pepper, Cajun)
 Fried Chicken Tenders 8.99
 Fried Popcorn Shrimp 1/2 lb 8.99
 Fried Catfish Dinner 8.99
 Grilled Shrimp Skewers (2)..... 9.99
(Entrées include: Choice of Potato & Texas Toast)

super sandwiches

Dinner Salad..... 6.29 + Steak or Chicken 2.99

1/2lb Angus Burger ... 6.99 + Cheese 0.45
 Angus Double Cheeseburger..... 5.99
 Philly Steak & Cheese..... 6.99
 Grilled Chicken Breast 6.79
 Sirloin Tip Hoagie 6.99
 Pulled Pork BBQ Sandwich..... 7.79
 Country Fried Steak Sandwich..... 6.99
(Sandwiches served with Fries)



Pulled Pork BBQ Platter

Add the "BIG DEAL" to Any Entrée at \$3.99
(Includes: Side Salad - Beverage - Dessert)

appetizers

Onion Rings... 3.29
 Mozz Sticks... 4.99
 Potato Skins... 3.99

sides

Baked Potato 1.99
(Butter, Sour Cream, Chives)
 Loaded Baked Potato 2.99
(Butter, Sour Cream, Bacon Bits & Cheese)
 Steak Fries.... 1.79
 Onion Rings... 1.79
 Cole Slaw... 1.39
 Side Salad 1.99

lunch specials

Available daily from 11am-4pm

6 oz Angus Sirloin..... 7.49
 6 oz Angus Sirloin Tips 6.99
 8 oz Angus Chopped Steak 5.99
 Fried Popcorn Shrimp 6.99
 Grilled Shrimp Skewer 6.99
 8 oz Angus Burger 5.99
 BBQ Pulled Pork Sandwich..... 6.79
 5 oz Grilled Chicken Sandwich 6.99
 Country Fried Steak..... 6.99
(Entrées include: Choice of Potato & Texas Toast)

kids menu

Hamburger 4.99
 Popcorn Shrimp..... 4.99
 Chicken Tenders 4.99
(All Kids Meals Include: Fries, Beverage & Cookie)



extras

Peppers & Onions..... 1.29
 Sautéed Mushrooms..... 1.69
 Mushroom Gravy 0.99

drinks & treats

Soft Drinks ... 1.89 Iced Tea 1.89
 Coffee..... 1.09 Milk..... 1.29
 Fresh Baked Cookies... (1) 0.79 (2) 1.39
 Fried Apple Pie (1) 0.79 (2) 1.39
 Brownie Bites (6) 2.99 (12) 4.99

Affordable Digital Menu Board and Display Solutions

Why Go Digital?

Using digital signs and menus have many features and benefits not offered by static menu boards and signage.

- Change menu items, pricing and promotions immediately.
- Dayparting of menus is a breeze.
- A digital menu board network can be controlled from one central location.
- Eliminate cost of creating and distributing print ad campaigns.
- Grab a customer's attention.
- Sell advertising space to suppliers for additional revenue.
- Add a ticker service to keep up to date on news, sports, business & other current events.

5 Components of Digital Signage

1. Hardware

- Screens
- Media Players (Plug & Play or PC Based)
- Custom-Made Shrouds or Surrounds

2. Content Design

- Show Creation & Services
- Content Management Software

3. Survey & Installation

4. Technical Service after the Sale

5. Training

1a. Hardware (Screens)

□ Screens

- Most common LCD sizes 19", 26", 32", 42"
- Additional sizes available by request
- Now offering both commercial & consumer grade screens
 - Commercial screens can be mounted both horizontal & vertical
 - VGA (PC) output standard
 - Longer warranty (2yr vs. 1yr)
 - USB 2.0 port (useful for playing backup content if pc goes down)

1b. Hardware (Screens)

Commercial vs. Consumer Screens

COMMERCIAL

- Designed for 24/7 use
- Can be used in portrait or landscape mode
- Enhanced bezels for toughness and cooling
- *The best choice for digital signage*

CONSUMER

- Manufacturer's warranty limited if used for digital signage applications
- Majority only connect to DVD players and cable
- Shorter lifespan than commercial grade
- Fancy bezels don't allow for proper cooling

1c. Hardware (Screens)

LCD versus Plasma Displays

LCD display benefits:

- Less affected by surrounding light, therefore eliminating the glare associated with Plasma displays
- Not prone to screen "burn-in"
- Use substantially less electricity

Plasma display benefits:

- Often priced less than comparable LCD screens
- Offer wider viewing angles than LCD screens (up to 160° viewing)
- Better picture with fast moving videos

2. Hardware (Media Players)

- With a **Plug-&-Play Solution**, content is displayed using a flash memory card and is played on a continuous loop. Some common types are Compact Flash/CF, SD, Mini SD, Micro SD, Memory Stick, XD, MMC, and Smart Media Cards. Media types that can be displayed are JPEG images and MPEG 1 & 2 files.
- With a **PC-Based Solution**, content is managed using one of 3 ShowQuest™ software applications and is controlled either at the screen, from a manager pc at the same location; Local Area Network (LAN), or remotely through a Wide Area Network (WAN). Content can consist of most standard image & movie formats, Flash movie files or can be created using the software's Menu Designer application.

Plug-&-Play Solution

This solution features a compact media player that's compatible with most flash memory cards. As a stand-alone player, this offers an alternative to the process of connecting digital data devices directly to a PC. This player is versatile, and works with most removable digital media.

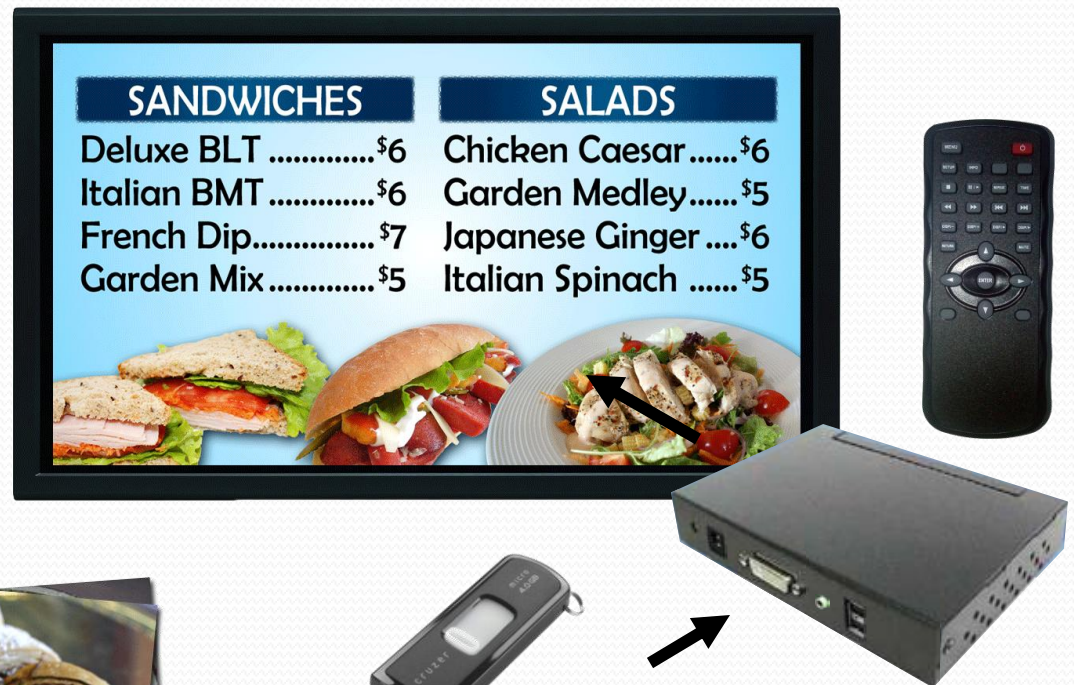
- Very low startup investment
- Durable playback guarantee
- Replacement for static posters
- Replacing DVD players
- No Ethernet control over player is needed
- Content can be manually dayparted

Plug-&-Play Solution (cont)

This solution features a compact media player that play images and videos stored a USB flash drive.

THE PROCESS:

- Content is created by, Customer, THC or other 3rd Party using Video Editing Software
- Content is copied on to a USB Flash Drive
- Flash Drive is inserted into media player. Content will play automatically when player is powered on in a continuous loop.
- Media Player is controlled by a remote control



USB Flash Drive



PC-Based Hardware

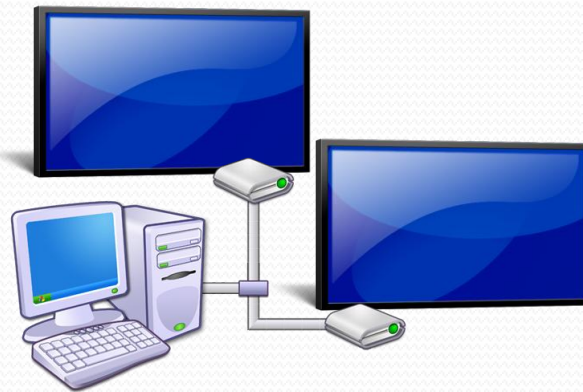
This solution features a mini-pc with ShowQuest software loaded on to it.



SHOWQUEST™ LITE

Includes:

- One mini-pc (per screen)
- ShowQuest Lite software
- Wired or wireless keyboard & mouse



SHOWQUEST™ LAN

Includes:

- One mini-pc (one per screen)
- ShowQuest LAN Player software (one per screen)
- ShowQuest LAN Manager software (one per network)



SHOWQUEST™ WAN

- One mini-pc (one per screen)
- ShowQuest WAN Player software (one per screen)
- ShowQuest WAN Manager software (one per network)
- FTP Server

**Each mini-pc will need internet access*

3. Content (Show Creation & Services)

- The Howard Company's on-staff designers can create captivating shows using our vast food image and video libraries or a customer's own images and videos.
- Customers can also create their own shows using any Video Editing software package. Examples: Ulead Video Studio, Adobe Premier, Adobe After Effects, Windows Movie
- Hire a 3rd party to create content
- When using the PC-Based solution, customers can create and edit menus and messages directly from the ShowQuest application.

3. Content (Management Software)

Content Management software is used to assemble content & build shows, schedule playlists and to distribute the content & playlists to the Media Players.

The Howard Company / Mainstreet Menu Systems offers its proprietary software in three different versions;

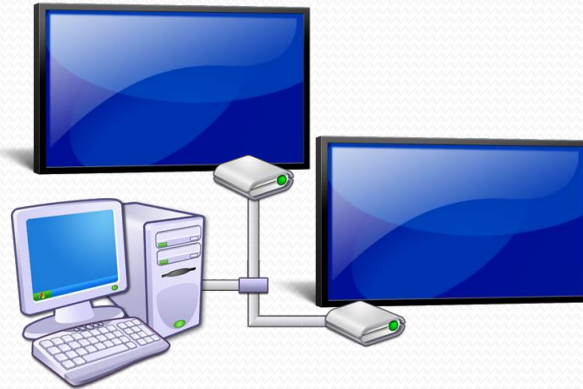
ShowQuest Lite, Plus & Max.

3. ShowQuest Content Management Software



SHOWQUEST™ LITE

Menu creation & changes, playlist creation and scheduling, are made directly at the screen/media player using a wired or wireless keyboard & mouse.



SHOWQUEST™ LAN

A Local Area Network of screens/media players that is controlled by a manager pc.

The manager pc creates content, playlists & schedules, then distributes them to one or all screens/media players in the network.



SHOWQUEST™ WAN

A Wide Area Network of screens/media players that is controlled by a manager pc.

Manager pc creates and schedules the content that each screen/media player displays, then transfers the content & schedules over the internet to each remote screen/media player.

4. Installation Services

THC is proud to offer a full range of Installation Services to our customers including: Site Surveys, Installation and on-going hardware maintenance. Below is an outline of how the process works.

The Site Survey

The installer performs a survey and discusses the proposed project with the customer, their IT personnel and anyone else needed

Survey includes:

- Type of hardware for mounting system, electrical requirements
- Test for wireless capabilities
- Determine the cabling requirements
- Photos of the site
- Sign off from customer that he/she is in agreement with survey results

From the Survey, the installers provide a quote and scope of work document.

Site surveys are required to provide firm installation quotes. Without a one we can only provide a ballpark installation quote.

5. Technical Services

Aside from the Standard Warranty that comes with all VisionQuest™ Products, the Howard Company also offers optional extended warranty & support programs.

6. Training

- 2 hours of standard web-based training is available with every ShowQuest purchase
- Complete User Guides & Flash-Based tutorials are also available through our website at no charge for customers

ADDITIONAL TRAINING:

- Web-Based Training
- On-Site Training
- Training at The Howard Company

Frequently Asked Questions (FAQ)

- **Can live television be shown on digital screens?**

Yes. Multiples zones can be used to allocate one zone to show the output from a video tuner to enable live television as a picture-in-picture solution.

Please also note that there are potentially regulatory and licensing issues, depending on the nature of the content, the source and where the content is being played out.

* A tuner card will also need to be purchased

Frequently Asked Questions (FAQ)

- **How many people should be involved in the planning and discovery stages?**

People from each functional area of the business should be involved in the planning and discovery process. This would typically include marketing, store development/design and store operations, as well as the IT group. Having these key people involved as early as possible will insure the deployment of the right solution.

Frequently Asked Questions (FAQ)

- **What types of News Feeds and other automatically generated content sources are available for my screens?**

A list of available feeds includes sports, news, weather, traffic, general interest, financial and amber alerts.

Certain license fees may apply, particularly for owned content such as professional sports scores. There are several brokers who can help a network operator sort this out.