The thought behind Gerhard Schöps’ new restaurant experience **holyfields** is to create “more time to eat” for his guests. This includes more time to enjoy their meal and to chat than guests experience when eating at an ordinary quick-service restaurant.

Schöps, former Marketing Director at McDonald’s, is Managing Director of **holyfields**, which is based in Germany. He believes that in order to guarantee more time to enjoy a good meal in these busy times, it is crucial to have an ordering system that is intuitive and fast. Above all, this is a system that eliminates the time wasted on waiting for someone to get you seated, take your order and serve your meal.

Because the ordering system is a crucial element of the **holyfields** restaurants, the requirements for the system are as high as its importance:

- A constant and stable system, operational during the entire business hours: 17 hours a day.
- High level of scalability, because **holyfields** plans a European-wide roll-out.
- The possibility to interact with external systems (for example, cashier systems).
- A modern and state-of-the-art kiosk design.
- Intuitive interface design.

**A-typical Quick-service Concept**

Illustrative for the different concept of **holyfields** vs. a traditional QSR is the absence of the typical deep-fry installation.

It is always “time to eat” at **holyfields**. The restaurant offers special menus for breakfast, lunch, dinner, a multi-course meal or a fast bite.

**holyfields**’ identity and style is fast, fresh and innovative. The menu offers dishes called “Capri Cruise,” “Seaside Rendezvous,” “Jian Noodles,” “**holyburger** 1893,” “Fish & Chips Reloaded” and “M.A.F.I.A.” The menu offers a good mixture of classics and **holyfields**-only creations ranging from burgers and soups, to salads, fish, meat and desserts. The meals can be classified as “Global Lifestyle Food” with influences from the European, American and Asian kitchen.

Many interior elements were manufactured especially for **holyfields** and have a direct link to cooking or eating. The high-caliber atmosphere and interior of the restaurant pays homage to the American diner setting of the Sixties and Seventies. On the other hand, the restaurant also caters to the current fast-paced lifestyle we lead with a special take-away menu and services, which are accessible via a separate entrance.

Restaurant floor space: 500 square meters
Seats: 150 inside, 60-70 outside
Solution

In February 2010, holyfields assigned Newroom Media to develop a special self-order kiosk for its new restaurant concept. In cooperation with internationally known Ippolito Fleitz Group, Newroom Media designed a kiosk system that fulfills all of holyfields' requirements. The kiosks are reliable, easy to maintain and cost-effective. Most importantly all of the software creates a unique self service concept. To complete the solution, the front-end software is connected to cash registry software from Hypersoft GmbH.

holyfields' first restaurant opened on November 1, 2010 in Frankfurt, Germany, and the ordering system is the heart of the restaurant, making sure that people really have time to eat and enjoy their quality time. When a guest enters the restaurant, he will be welcomed by a host at the front desk who will provide him with a wireless pager with an attached RFID tag.

The actual ordering is done by selecting the preferred food and drinks on a state-of-the-art kiosk, which is equipped with a 32-inch Samsung LCD display, Tyco Electronics IntelliTouch Surface Wave Touchscreens and a DE7000 Digital Engine from AOpen. All dishes are presented via short detailed product videos recorded with a high-speed camera.

The kiosk interface uses only Scala scripts, including some never used before, and specially developed optical effects such as transparent pop-ups. The content is managed and driven to the screen using Scala Content Manager and Scala Player software.

“The ordering of the meals can only be done via the terminals in our restaurants. Failure or down-time would result in extensive monetary loss,” Schöps said. “The software to drive the system is, therefore, crucial. We are very satisfied with the Scala software, because it is fast and incredible reliable.”

Once the customer has made his choice and is finished with ordering, he holds the pager he received in front of the terminal for a few seconds, and the order is transmitted to the cashier system. In addition, the pager can be used for signaling a staff member in case a guest needs help.

Once guests take a seat, their meals are prepared in about six minutes. When the order is ready, the pager starts to blink and give acoustic signals. It also displays where the guests can pick up their order. They can collect their meals immediately at the counter of “Peter,” “Paul” or “Mary,” exchanging queue waiting-time for “time to eat.”
A special grouping function enables the whole system to control the kitchen workflow to ensure that the meals of a party of people are ready at the same time so that they can eat together.

After finishing their breakfast, lunch or dinner, the guests can pay by checking out at the reception desk. The invoice is prepared by reading the registry of the pager via a Web service-based communication system.

To complete the customer’s satisfaction, the restaurant’s management can constantly update the information on the kiosks. They can make products available to choose on the screens or mark them as sold out in the database, which will automatically make these menus disappear from the displays via a Scala script.

Another asset of the system is that day parting is programmed to be executed automatically. The offerings on the menu boards change without human intervention based on the time of day. Breakfast menus will be displayed only in the morning, and the system will switch to hot meals for lunch and dinner afterwards.

The technology used for this system reduces all administrative tasks of an ordering system to a minimum, guaranteeing more quality time for the customer.

Scala is honored to be able to contribute to the innovative ordering system of holyfields. This project clearly showcases the versatility, reliability and possibilities of the Scala software.

Oscar Elizaga, Vice President Scala, EMEA, India & Latin America
Future

holyfields has already planned future developments of the system. The restaurant wants to extend the system to enable customers to pay directly at the terminal and to integrate terminal payment methods for paying instantly and “automatically” via credit card and cell phone.

Plus they want to create “click path tracking” to get visibility on the way that guests choose their meals, and they want to strengthen customer loyalty and service by integrating CRM modules. Wouldn’t it be great if the system knows what you ate the last time you were there and offers your preferred breakfast menu based on previous choices?

By 2013, holyfields plans to integrate the innovative new kiosks and digital signage into restaurants in Berlin, Stuttgart, Hamburg, Leipzig, München and Düsseldorf.

About holyfields

The idea behind holyfields is simple: We serve Time to our guests…Time to Enjoy. It does not matter if you have time to “enjoy” for 30 minutes or for three hours. Our innovative, fast ordering system changes the typical waiting time at a restaurant into time to spend on relaxing, to speak to people, to enjoy wonderful food and drinks and to experience the extraordinary atmosphere in our restaurant. We will prepare the dish of your choice with love and care while you sit down at your favorite table. And if you really don’t find time to sit down and relax once in a while, you can order from our special take-away menu. More information: www.holyfields.de.

About Newroom Media

At Newroom Media, it is our priority to create a unique and intelligent brand of communication. We believe in working cooperatively with our clients to develop and distribute innovative, interactive and digital concepts and products for the information, entertainment and advertising fields – connecting the real world with the digital world. Interactive Digital Signage allows the user to interact with E-commerce applications, online content and real objects, all of which simultaneously adapt to both the user and external circumstances. Our goal is to create the latest in highly efficient communication solutions that fulfill the need for entertainment, while achieving a lasting advertising effect at the same time. To do this, we use media such as shop windows, mobile phones, internet, plasma / LCD displays and kiosk systems. In the words of Henry Ford, “Coming together is a beginning; keeping together is progress; working together is success.” We are focused on the strategic integration of digital and interactive media into the communication concepts of our clients. We thank you for partnering with us. More information is available at: www.newroom-media.de.
About ippolito fleitz group

ippolito fleitz group is a multidisciplinary, internationally operating design studio based in Stuttgart, Germany. We are identity architects. We work in unison with our clients to develop architecture, products and communication that are part of a whole and yet distinctive in their own right. This is how we define identity. With meticulous analysis before we begin. With animated examination in the conception phase. With a clarity of argument in the act of persuasion. With a love of accuracy in the realization. With a serious goal and a lot of fun along the way. Working together with our clients. As architects of identity, we conceive and construct buildings, interiors and landscapes; we develop products and communication measures. We do not think in disciplines. We think in solutions. Solutions that help you become a purposeful part of a whole and yet distinctive in your own right. We architect your identity. More information: www.ifgroup.org.

About Scala

Driving more than 500,000 screens worldwide, Scala is a leading global provider of digital signage and advertising management solutions. Scala is the world’s first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks and the first unified platform for advertising management of both traditional and digital signage networks. The company’s digital signage customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, Warner Brothers, The Life Channel, Rikstoto, Repsol, NorgesGruppen, Audi, ECE Flatmedia, Kaufhof (Metro Group) and thousands more. Advertising management customers include CBS Outdoor, Clear Channel Outdoor and Magic Media, among others. Scala is headquartered near Philadelphia, USA, and has subsidiaries in Canada, The Netherlands, France, Norway, Germany and Japan, as well as more than 450 partners in more than 65 countries. More information is available at www.scala.com.