Panasonic

SOLUTIONS
for
FOOD
SERVICES

MEETING THE
DIGITAL DEMANDS
of a CONNECTED WORLD

Fierce competition, rising costs, increasing regulation—the food service industry has plenty on its plate. Now that consumers, and employees, expect the world to be as sleek and seamless as their smartphones, you can add a whole new level of technological demands to the long menu of challenges you have to prioritize and manage.

Helping you make technological gains with far less pain

Panasonic can help you meet and exceed consumers' high-tech expectations with solutions that raise the bar on customer experience and drive true business efficiency. And we can do it in a way that doesn't add to your to-do list of to-do's or over-burden your internal resources.

We can take on project management, procurement and installation. Our teams can integrate systems, manage IT and provide 24-7 support so you can stay focused on running your business and serving your customers—instead of focusing on technology.

POS SYSTEMS AND SOFTWARE

The heart of every restaurant operation

Designed to be flexible, Panasonic POS systems can expand and adapt as your business evolves. With sleek aesthetics that complement the most haute boutiques and spill-proof, grease-proof ruggedness that can run all day in a busy quick service restaurant.

Our lineup doesn't stop at the counter. The world's first, dedicated mobile POS, the Panasonic FZ-R1, takes state-of-the-art EMV / Chip and PIN technology tableside.

Both lines offer a sleek, sophisticated design you'll want to flaunt.

Fixed POS

Modular, hot-swap design

Virtually every component that might need to be replaced over the system's life is designed to be removed with little more than a screw driver. It is literally as easy to swap out a screen or a hard drive as it is to ring up a sale.

Minimize downtime

Hard drive showing signs of failure? You can swap it out in minutes. If you don't have one in inventory, we can ship one overnight so your system can be back online the next day.

LESS DOWN TIME
LOWER
MAINTENANCE COSTS

An open platform

Panasonic hardware supports applications for every niche in food service. Whether you need to synchronize cook station orders at a QSR or track margins on every dessert you sell, we can help you source, pilot and install the best software for your operation.

Keep all your devices on the same page

The screens in the kitchen, the Panasonic R1 taking orders on the floor, the POS at the bar, everything must be in absolute synch. A Panasonic POS has the computing power and advanced connectivity it takes to keep your operation running at peak efficiency.

Lower maintenance costs

Our modular design means you don't have to replace the entire unit when one component fails. Even advanced, depot service is less expensive because we designed Stingray III for easy repairs.

Easy on the eyes, even easier on maintenance

Our engineers had two goals for the new Panasonic POS system: deliver sophisticated styling and rugged reliability. The result? An elegantly re-imagined POS system with the modular, easy-to-repair design of the original Stingray.

Mobile POS - Toughpad FZ-R1

Built to serve

The Toughpad FZ-R1 features a business-rugged design built to handle the drops and spills that come with any busy restaurant. Plus, it features hot-swap batteries so it can work open to close.

Protect your customer's data

The Toughpad® FZ-R1 is a hard target for hackers and fraudsters alike. It features point-of-swipe encryption and integrated Europay-Master-Visa (EMV) Chip and PIN technology. Plus, every swipe happens at the table, so your customer never has to part with their card.

Windows® 8 Power

It's not just for transactions. Diners can use the fluid touch screen interface to browse the menu, and your wait staff can enter orders — and post them to the kitchen — instantly.

Featured Products

FIXED POS SYSTEMS

MOBILE POS

LINE-BUSTING

POS MANAGEMENT SOFTWARE

STINGRAY III

TOUGHPAD®

Panasonic

Featured Products

TOUGHPAD® TABLETS

INTERACTIVE KIOSKS

Technology their fingertips crave

Quick transactions and busting lines aren't just for QSRs anymore. Consumers' on-demand appetites are enticing table-service restaurants to mobilize the way they do business, and they're seeing clear benefits to the bottom line.

Mobile, touchscreen technology is at the center of this revolution. Customers can open a tab and order a round, build their own pizza or pay the bill all in a few swipes. These table side transactions will become the norm as security concerns reset consumers' tolerance for credit cards leaving their sight.

Panasonic hardware is a fundamental building block of touchscreen interactivity at every scale, from Toughpad tablets to touchscreen menu boards and high-bandwidth kiosks that support streaming media, two-way HD Video and stunning, immersive experiences. If you want to give customers technology they can reach out and touch, call on Panasonic.

Table side transactions with increased security

Data breaches are a constant threat. Chip and pin technology will close some security gaps, but it requires a level of security that many mobile devices can't provide. The Panasonic Toughpad FZ-R1 has built-in chip and pin support plus hardened encryption that keeps data safe.

Curbside service heads upscale

Classic QSR moves — like doing business in the parking lot — are finding new homes as more fast casual restaurants explore curbside service. Toughpad tablets are a proven platform for putting the point of sale in your customer's hands.

Speeding up lines inside and out

Nothing increases throughput better than multiplying your points of sale and deploying them upstream. Panasonic tablets can take orders—and rough handling—all day long.

Self-service doesn't have to mean less service

Our line of custom digital kiosk solutions deliver a true interactive experience allowing for fast self-service and other revenue opportunities. Customize your kiosk solution according to your brand look and store needs, and open the door to serving more customers.

DRIVE-THRU SOLUTIONS

Panasonic

The digital revolution...
Coming to a drive-thru near you

We're bringing all of the margin-lifting, cost-saving benefits of digital signage to the drive-thru plus advanced audio and video that improves communication and keeps traffic moving smoothly.

Flexible configurations

Choose one display or up to four — the Digital Drive-thru is available with a wide range of options, including custom solutions to suit every challenge.

A brand upgrade that saves money

Going digital means no more sign printing, no more shipping and no more sign-hanging. With digital signs, changes publish at the click of a mouse. Because every word and pixel comes from a single source, you can maintain complete control over your brand's image.

Outdoor-specific displays

Designed specifically for the water, dust and heat of life outdoors, Panasonic ultra-bright (2,000 cd/m2) displays deliver sharp images even in full sunlight without the sealed, climate controlled enclosures the competition requires.

Cross sell, up-sell and promote dynamically

POS analytics allow you to push real time offers and promotions as your customer orders. Couple that insight with savvy day-part marketing and strong branding to create a powerful recipe for lifting sales and per-order margins.

Tough and vandal resistant

With IP55 displays that can take direct hits and a secure enclosure designed to resist forced entry, the system is ready for the harsh outdoor conditions a drive-thru faces.

Featured Products

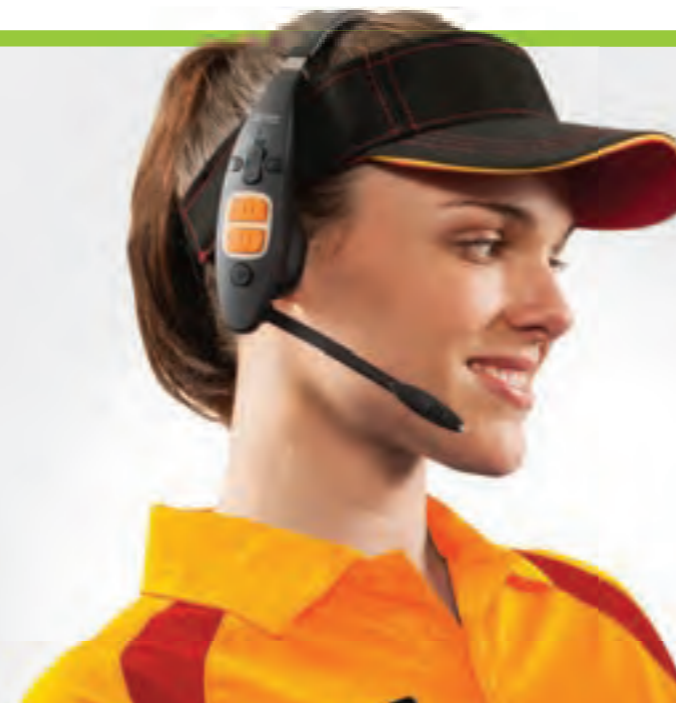**DRIVE-THRU COMMUNICATION SYSTEMS**

DIGITAL DRIVE-THRU SOLUTION

DRIVE-THRU OUTDOOR SURVEILLANCE CAMERAS

Finding efficiencies: the QSR industry's biggest revenue generator

When 70% of revenue moves through a single avenue of your operation, it has to be running on all cylinders. Panasonic has a complete toolbox of drive-thru solutions that reduce errors, increase efficiency and improve the entire experience for your customers.

All of our solutions, from our new Digital Drive-Thru to wall-mounted POS systems, are available as complete, turnkey solutions. Whether you have one or one thousand locations, we can design, install, service and support a custom solution for your operation.

Drive-Thru Image Capture

See your drive-thru in Hi-Def

Pair Panasonic HD surveillance cameras with your drive-thru POS system to give your employees a visual check on every transaction, and keep track of orders from dual drive-thru lanes.

Drive-Thru Communication Systems

Error-reducing clarity

Our Attune II Audio system delivers high-definition sound coupled with industry-leading noise cancellation technology. With Attune II your employees can get orders right the first time.

Built to take what QSRs dish out

From its tough headband, to its heavy-duty buttons, the Attune II headset is built to outlast every competitor on the market.

ATTUNE II

DIGITAL SIGNAGE AND DISPLAY SOLUTIONS

Digital Menu Boards

Cut Printing Costs — Go Digital

With digital signage, updates are centrally managed in real time — no printing or sign hanging required — so you can put more resources into strategy and messaging and be more responsive to the market conditions.

Showcase your cuisine

HD displays and great creative have the power to make food look absolutely irresistible. Those mouth-watering animations are a big reason digital signage lifts sales and margins. Panasonic can help you design the right signage installation to bring your brand to life.

Menu and promotional flexibility

With digital menu boards and promo boards, content management can be as simple or sophisticated as you want, instantaneously. Publish promos and messages based on time or day for strategic day parting to better promote products.

Centralize control, gain complete flexibility

A networked solution gives you the flexibility and control of digital distribution from a single source. Marketing HQ can certify that every menu item, promotion and message — every pixel on your displays — complies 100% with strategy and tactics, then publish them nationwide with a click of a mouse.

Simplify regulatory compliance updates

Labeling guidelines and mandates have added vast complexity to the art and science of menu crafting. Digital signage lets you update calorie counts, ingredients and descriptions instantly across all your locations.

Maximize Your Message with Digital

Our display technology put us at the forefront of digital signage in its earliest stages. Today we offer complete solutions, from the system design and installation expertise it takes to get a nationwide signage deployment up and running, to the IT, marketing and creative services required to make sure it performs at launch and for years to come.
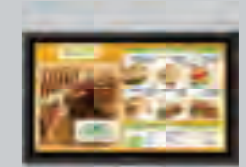
Make the shift to hyper-intelligent marketing

We're integrating security camera data and live transactions from POS systems to power digital menus that can react in an instant with a targeted promotion, a lunch time special, even one-time offers.

Panasonic can help you analyze your sales data and devise marketing plans that take full advantage of your digital signage solution.

Featured Products

DIGITAL MENU BOARDS

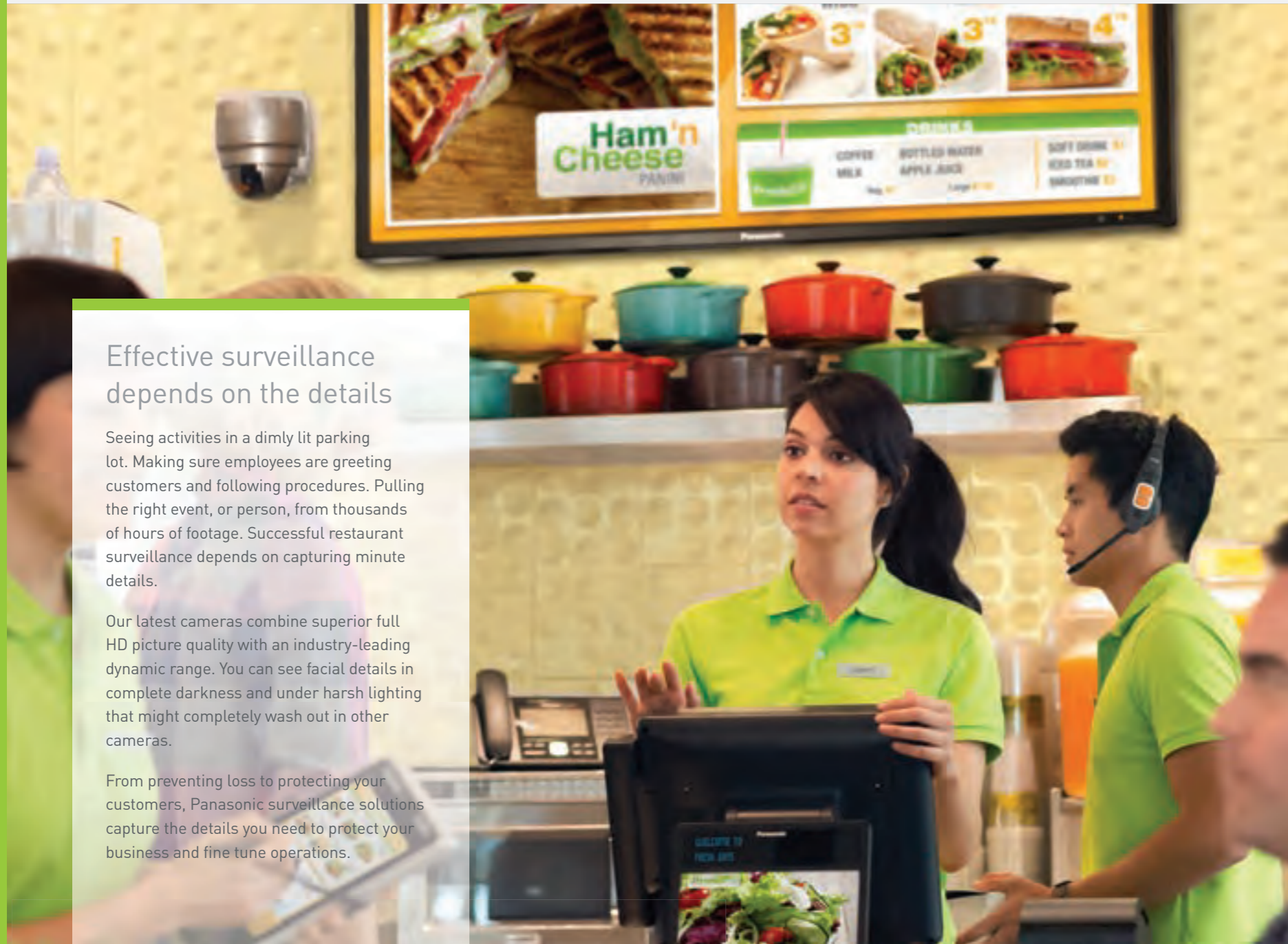**INTERACTIVE KIOSKS**

DINING ROOM TVS

PROMO BOARDS

SHORT-THROW & LARGE-VENUE PROJECTION

VIDEO WALL DISPLAYS

Panasonic

Featured Products

INTERIOR HD CAMERAS

WEATHER AND VANDAL PROOF CAMERAS

HYBRID IP / ANALOG SYSTEMS

DIGITAL RECORDERS

FACIAL RECOGNITION HARDWARE

Effective surveillance depends on the details

Seeing activities in a dimly lit parking lot. Making sure employees are greeting customers and following procedures. Pulling the right event, or person, from thousands of hours of footage. Successful restaurant surveillance depends on capturing minute details.

Our latest cameras combine superior full HD picture quality with an industry-leading dynamic range. You can see facial details in complete darkness and under harsh lighting that might completely wash out in other cameras.

From preventing loss to protecting your customers, Panasonic surveillance solutions capture the details you need to protect your business and fine tune operations.

The best footage isn't worth much if you can't find it

Digital archiving records rich metadata— like journal transactions and Panasonic cameras' face detection information—so it's easy to find the events and people you're looking for.

Integration with your entire operation

Surveillance systems provide security and much more. Integrate your cameras and POS to capture evidence and teachable moments you can use in training. Drive-thru surveillance can help sequence orders and verify transactions.

Custom solutions for multi-nationals or mom and pops

Our systems can be scaled from monitoring a single, independent restaurant to streaming and archiving surveillance from hundreds of locations.

Virtual Site Manager™ Remote Management

Powerful dashboard

Serves up multiple live views

Archived and real-time analytics

Log in from anywhere

Deploy Panasonic Virtual Site Manager software in conjunction with our POS and Surveillance systems to create a cloud-based window into your operation that lets you log-in and watch transactions, see real time sales and journal entries, plus access a complete, HD video archive of recent activity.

Business analytics powerhouse

Whether you run Windows 8 and .net or an open source platform on the web, our POS systems have the power to run enterprise level software and deliver real time data and analytics so you can optimize your entire operation. Integrate Panasonic HD Surveillance cameras and management software with your POS system to get real time video analytics tied to POS transactions. Managers can search security footage by journal entry, employee, time of day—even faces—and get a high-definition view of events.

BACK OFFICE SOLUTIONS

Whether you run a petit boulangerie or a QSR empire, your frontline operations depend on an intelligent, effective back office. Panasonic mobility, communications and office solutions provide a superior foundation for business operations. Our solutions are designed to be resilient, durable tools that work better and cost far less over the long term.

When it's time to upgrade office systems or infrastructure, put Panasonic to the test.

Computing power that stands up to restaurant life

Toughbook computers and Toughpad tablets come in a range of business-rugged designs that can stand up to the cooking oils, heat and spills that come with life in food service. Shock-mounted hard drives, magnesium alloy casings and spill-resistant keyboards make Toughpad computers a wise investment for restaurant management.

Document management

Panasonic offers a range of solutions that make it easier to capture paper-based information and transform it into application-ready data. Being able to move fluidly and accurately between digital, paper and back again can make every office transaction faster and more efficient.

Panasonic SIP telephony — A difference you can hear

Panasonic engineers applied our long-term expertise in audio to create SIP-based phone systems that reproduce consistently clear, high-definition voice transmissions across the network without distortion or echoing. Designed for easy integration, Panasonic SIP phones work seamlessly with all major voice backbones.

Easy to set up, simple to use

We designed our SIP system to be easier for IT to set up and configure. The phones themselves feature a touch screen interface with a clear, simple design that gives callers visual tools for voice mail, forwarding calls or managing a multi-line call.

See what you're hearing

Our most advanced SIP phones integrate with IP surveillance systems, which lets callers see in HD as well as hear. Managers in the head office can monitor what's happening at distant locations right on their desktop phones.

Featured Products

TOUGHBOOK LAPTOPS

TOUGHPAD TABLETS

SCANNERS

SIP TELEPHONES

SERVICE AND SUPPORT SOLUTIONS FOR FOOD SERVICES

Whether you're running a single cafe or responsible for a thousand locations, you probably have way too much on your plate. The last thing you need is a giant serving of technological troubleshooting.

Panasonic can help. We'll take a lot of that responsibility off your already overloaded plate and show you what a true technology partner can bring to the table.

How services and support work

Panasonic service and support solutions are available a la carte so we can tailor them to your exact needs. If you have in-house expertise, choose a smaller set of services to protect against hardware failure. Or, shift all your support and service needs onto us, so you can focus on managing your business instead of troubleshooting technology.

Solutions

Solutions Architecture

Full-service technology consulting, design and deployment.

Project Management

Single point, comprehensive management from Panasonic professionals.

Custom Software

Certified, independent software developers who create custom applications for specific business needs, from inventory management and business analytics, to marketing automation and CRM.

Site Survey

Onsite technical reviews determine roadblocks and confirm equipment orders.

Installation

Complete delivery installation, testing and certification.

Technical Training

Thorough staff training so they understand the equipment and can troubleshoot minor issues.

Managed IT Services

IT administration, device management, remote monitoring and security services.

Accessories

Choose from a wide selection of certified hardware from Panasonic and third party manufacturers. Carrying slings, mounting hardware and pocket-sized printers are just a few options available.

Panasonic

PANASONIC
FOOD SERVICES SOLUTIONS

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