Leverage FX3-LX for promotional activities to attract, retain and grow customers

SATO

FX3-LX

Promotion with small games / coupons

Free refill coupon
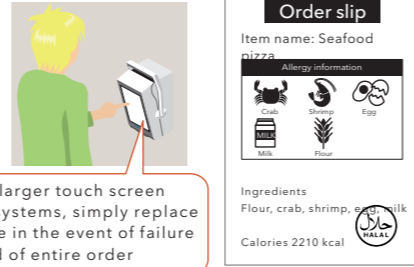acceptable at other locations

EXP 06/12/19

To promote repeat visit, offer customer opportunity to win free refill coupon acceptable at other outlets by playing coupon roulette displayed on FX3-LX.

Self-ordering

Order slip

Item name: Seafood pizza

Allergy information

Crab Shrimp Egg
Milk Flour

Ingredients
Flour, crab, shrimp, egg, milk

Calories 2210 kcal

Unlike larger touch screen order systems, simply replace console in the event of failure instead of entire order

With its multi-language capability, customer can easily place order and pass order slip to staff for processing. By speeding up ordering process with greater accuracy, customer waiting time is shortened and experience is improved.

Personalisation

Gift Site

Welcome

Customer can write personal messages which can be printed as is to be applied on products. Label can also include QR code to lead customer to promotional website.

Fun for kids

Print photo with small-sized camera connected to FX3-LX. Print labels with different designs based on weather or time for example. Combine several labels to form a complete picture. Great promotion for families with kids.
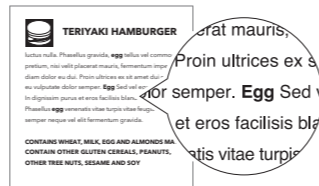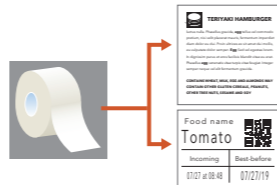
Print food preference card

1. Generate QR code to show your food preference (for e.g."no onion").
2. Scan QR code with reader in the store, issue order slip and pass it to store staff.

• Easy to order when customer revisits with food preference card
• Easy for customers to order on behalf of others if visiting in groups
• Easy for non-native speakers who are not fluent in local language
• Easy to order for customers with hearing and/or speaking

Reasons why FX3-LX is the best choice for restaurants

SATO AEP Application Enabled Printing **Sato App Storage** **SOS** SATO Online Services

TERIYAKI HAMBURGER

Food name
Tomato
Incoming Best before
01/01 at 08:40   07/21/19

TERIYAKI HAMBURGER

CONTAINS WHEAT, MILK, EGG AND ALMONDS MAY CONTAIN OTHER GLUTEN CEREALS, PEANUTS, OTHER TREE NUTS, SESAME AND SOY

☑ Senior-friendly - Small letters showing ingredients and allergy information are clearly shown with high definition (305 dpi)

☑ Can be used for different labels with different label length depending the printed text (Linerless label)

☑ SATO AEP*[1] enables allergens to be shown in bold on label for customer reassurance

☑ Enables headquarter to capture data such as 'Which store', 'When' and 'How many labels printed'

☑ Update restaurant menus simultaneously in multiple locations (through SATO App Storage*[2])

☑ Provides visibility of printer operation status, enables asset management and update of system software simultaneously in multiple locations (through SATO Online Services*[3])

*1 Application Enabled Printing platform allows device to be used as a PC-less, online standalone printer.
*2 SATO App Storage is a cloud-based data management service to centrally manage and distribute data efficiently.
*3 SATO Online Services is a cloud-based IoT solution to monitor printer operation status 24/7 for stable operation.

Food Service Industry Solutions

SATO Australia Pty Limited

Regional Headquarter - VIC
6 Federation Way, Chifley Business Park,
Mentone VIC 3194, Australia
www.sato-oceania.com

Satellite Sales Office - NSW
Level 1, Unit 17, 75 Corish Circle,
Banksmeadow NSW 2019 Sydney, Australia

SATO New Zealand Limited

Regional Sales & Manufacturing
30 Apollo Drive, Mairangi Bay,
Auckland 0632, New Zealand

SATO Powered On Site

Food shrinkage

- Want to understand optimum inventory to minimise food shrinkage
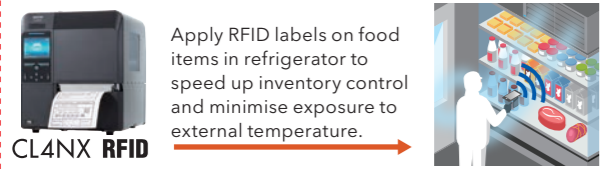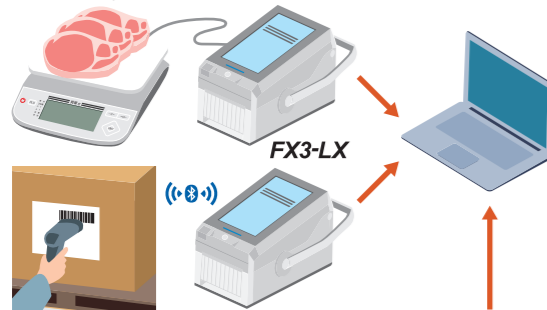- Want to improve productivity by cutting down manual inventory counting

✓ Print temperature / humidity logs for food transportation HACCP

Record temperature readings in refrigerator/freezer truck during transportation. Use a smartphone & mobile printer to print the temperature log and apply it on the product when receiving or upon delivery.

LOGGER

Temperature Logger SmaPri ((•8•)) PW2NX

Print

✓ For receiving, FIFO, inventory control

Connect with general-purpose scanner or weighing scale to support receiving, FIFO, inventory control.

FX3-LX

((•8•))

Apply RFID labels on food items in refrigerator to speed up inventory control and minimise exposure to external temperature.
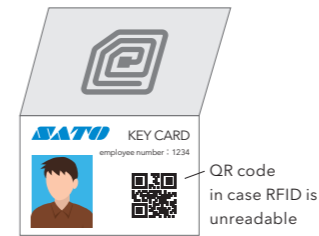
CL4NX RFID

Access control & security

- Need to easily & flexibly issue entrance pass for hourly shift employee while ensuring security of premises

✓ Enhance security at entrance/exit at low cost using RFID

RFID entrance pass is a more affordable option than PVC IC card.
Simply tap pass on reader to record entrance and exit data. Add employee identification details (for e.g. employee ID number) for tracking to further enhance security.

SATO KEY CARD
employee number : 1234

QR code in case RFID is unreadable

Food management

- Want to minimise training required to learn food menu
- Both skilled and newly hired employees need to easily issue 'use-by' label that is easy to understand

✓ FX3-LX enables accurate food expiry date management HACCP

Multiple ways to search for food name - By group, food name, product number, etc.
Real-time clock provides accurate date-coding on labels to enhance food safety.

Food name
Tomato
Incoming Best-before
07/27 at 08:48 07/27/19

Expiry date labelling can also be done simply by using handheld labelling

✓ Paperless recording of food core temperature HACCP

After measuring core temperature of food, enter data into FX3-LX for paperless data management.

NO

Map labels

- Food shrinkage
- Access control & security
- Temperature at receiving
- Delivery service
- FIFO
- Inventory control
- Food management
- Temperature control
- Online order
- Order slip printing
- Serving
- Takeaway
- Drive-through
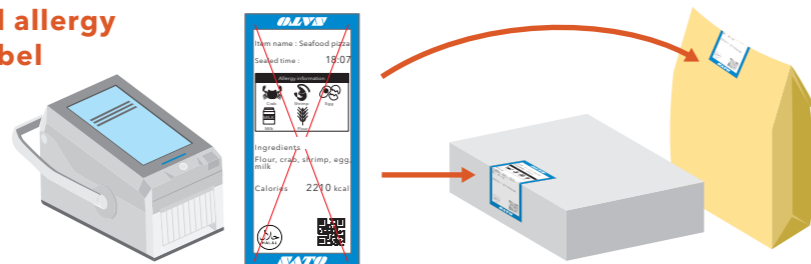
Delivery service / Drive-through / Takeaway

- Want to clearly display allergy information to show consumers

✓ Print food ingredients and allergy information on security label
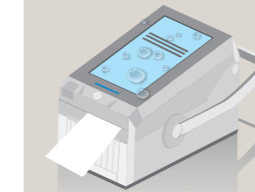
FX3-LX can print product name, raw material, package date / time, allergy advice on non-reusable label.

SATO
Item name : Seafood pizza
Sealed time :   18:07

Ingredients
Flour, crab, shrimp, egg, milk

Calories 220 kcal

SATO

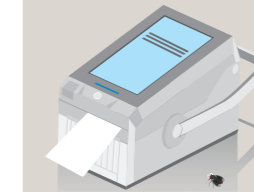## Printer designed to address challenges faced by restaurants

FX3-LX

Splash proof
With IPx2 rating, FX3-LX printer can resist water splashes.

Bug proof
Bug proof mechanism makes it harder for insects to get in the printer thus minimising system failure caused by bugs.

Easy operation when wearing rubber gloves
Pressure-sensitive touch screen can be operated even when wearing rubber gloves.

Multiple-language instruction/printing
Different languages can be set for instruction display and label printing thus eliminating operational difficulty due to language barrier.
For e.g. instruction can be displayed in Chinese while label is printed in English.

SATO

Wall mountable

✓ Application can be customised to fit customer needs

| Images | List | Preview | Error | Videos | Icons |