

A simple premise

If you ask someone “what’s your most important electronic device?” You will find the top answer is “My Mobile Phone”. If that’s lost, broken or runs out of power they are devastated. So offering a **FREE “Top up” charge** is enticing proposal. Being able to “**up sell**” too them while you have a captive customer is an opportunity not to be missed.

This is to educate you on Mobile Charging and up selling devices that are available. 2017 **Chargit**



This allows mobile charging via a wireless charging. Not all mobile devices allow you to do this with Samsung being the main manufacturer. The down side is that it Apple iPhone does not do this. And the charge time is slower than being wired to the device. You put a Charge Hub which will charge through a worktop but you might have to use one of their Charge Fob’s. Can charge up to 7 devices at once.

Charge Box

These are wired charging where the customer puts his phone in a locker and charges their phone. These are expensive £500 per locker and the customer is removed from their phone.



Product	Number of devices charging	Wireless	Wired	User with the device	Upselling via Digital content	Cost
Chargit	7	YES	NO	YES	NO	£ 395
Charge Box	One per locker £5000 System	NO	YES	NO	NO	£ 500 per locker *
DMMC	4 per MMC	NO	YES	YES	YES	£ 175
Chargit	Slower wireless charging			Charge Box	*Plus fitting charge £500	
DMMC	Built in iPhone Lightning, Micro USB Cables 2 USB Ports				10 Hour Charging - 5 Hour Recharge	
DMMC	2 Spare iPhone Lightning, Micro USB Cables inc Samsung Galaxy USB 3 cable into USB Port					
DMMC	The Only solution that has a 7 inch HD Screen. That you can advertise & earn a revenue income					

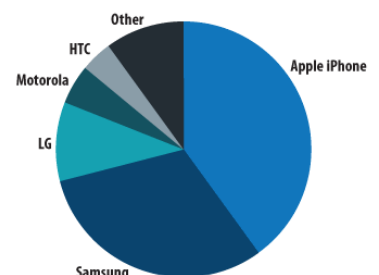
Phones and tablets with built-in Qi wireless charging

If your phone appears here, you just need to buy a wireless charger.

- Samsung Galaxy: S7, S7 Edge, Note 5, S6, S6 Edge
- Microsoft Lumia: 1520, 1020, 930, 929, 928, 920
- Google Nexus: 4, 5, 6, 7 (2013)
- BlackBerry: Priv

Smartphone Brand Market Share

Smartphone Owners in U.S.
Broadband Households



© Parks Associates

For businesses, a “Free Top up” charge helps with venue differentiation, improves footfall, increases dwell time, encourages additional customer spend and improves overall corporate image.

First impressions count and so do the next 720 every hour.

Introducing the latest in cutting edge, at the table, mobile device charging, dynamic digital advertising technology to the UK hospitality sector. (Shortlisted for the Restaurant Tech Awards in September 2018.)

Say HELLO to Digital Advertising and GOODBYE to expensive printing. The Digital Menu Mobile Charger (DMMC) provides seamless business to customer interaction. Whether advertising weekly specials or showcasing your new products, our WiFi enabled mobile phone charger stations give you control of instant and simultaneous media updates.

10* DMMC's show over 1.8 Million adverts per year. An upsell of only £7 per table per day generates an extra £25,000 per year.

Advertisements work. People eat with their eyes first.

Advertisements work. Being able to connect with your customer via an advertisement, giving you the ability to up sell directly to your customer from the table, is a very powerful tool. Product Promotions, Drinks, Starters, Side Dishes, Main Courses, Desserts, Special Offers, Upcoming Events. All designed to add value to YOUR business.

Advertisements work. Building trust through engaging ads is a very smart way to get your name out there and establish the connection needed to earn yourself a lifelong customer.

The Importance of Power

We've all been in a bind when it comes to our smartphone battery running low or dying, and it is very inconvenient. Nobody wants to get the 'low battery' alert while they are out shopping, on vacation with family, or enjoying a night out with friends. As soon as your phone dies when you're away from home, all sorts of frustrations run through your mind: "What if expecting an important call, text, email? You can't contact people, arrange to meet up, take any more pictures! You're Powerless!

Why are smartphones so important?

According to the Pew Research Centre, over 70% of adults in the United States are smartphone users. It's not uncommon for a smartphone charge to run out before the day is over. That means that over 70% of adults may be ~~are~~ looking for a place to charge.

- The average smartphone user touches their phone over 2,000 times each day.
- Worldwide, the population of smartphone users is about 80%.
- Over 50% of smartphone users in the United States say they use their smartphones to help them find restaurants and bars nearby.
- On average, American smartphone users spend over 4 hours each day using their phone.
- Most smartphone users take over 150 photos each month.
- Over 50% of smartphone users reported they no longer use a watch or alarm clock, and instead use their phone.

With our innovative DMMC stations you are able to provide a charging solution to your customers increasing Dwell & Up Selling opportunities.

The Digital Menu Mobile Charger provides digital advertising that engages customers with direct advertisement driving higher sales and satisfying ~~our~~ customers' charging needs. Why not sell advertising space to your suppliers or other local complementary businesses?

Don't have digital media capability? We can remotely manage, design and upload all of your advertisements for you.

Key Points

- Pushing Foot Fall Increase Dwell & Up Sell
- Increasing Loyalty Retail & Hospitality, Restaurants, Hotels, Pubs
- More Money in your Till 2018 Say Hello to Digital Advertising. Goodbye to expensive printing
- DMMC Charges up to 4 devices
- Dual 7" HD Screens display over 150,000 impressions a month*
- WiFi enabled for dynamic uploading of advertisements
- Small foot print & Anti-theft security system included
- Spare cables 2 Lightning, 2 Micro USB, 2 Type C
- No trailing power cables
- 100% Tax Deductible
- ROI - One Month

How can I attract more customers into my business?
How can I encourage them to stay longer and spend more?
A Free "Top up" Charge, Dwell & UpSell More Money in your till.
Here's your Solution



Works with
Mobile
iPhone
Galaxy
Sony
HTC
LG
Pixel
Tablets
iPads
iPad Mini
Note
Kindle
Most Tablets
LBA Low Battery Anxiety

Designing your impressions made Simple and Easy

- 1 Email your image's and text
- 2 We design your impression & email it back.
- 3 We agree on the impressions.
- 4 We upload to your DMMC's overnight. DONE!



We work with you managing & designing your digital content, giving you time to focus on your service and customers experience and up selling. We have designed over 150 impressions that can be altered to suit your needs. Add your logo, menu's, dish of the day, week events, promotions, social media, birthdays. Make deals with your suppliers to promote wines, beers. Anything you can imagine.



Attract Customers



Increase Dwell & UP Sell More Money in your till



Extra Profit Calculator

Extra Profit Calculator 1 Table				Extra Profit Calculator 10 Tables		
Profit Per Day	Year 1	Year 2	Totals	Year 1 10 Tables	Year 2 10 Tables	Totals
£ 5	£ 1800	£ 1800	£ 3600	£ 18,000	£ 18,000	£ 36,000
£ 6	£ 2160	£ 2160	£ 4320	£ 21,600	£ 21,600	£ 43,200
£ 7	£ 2520	£ 2520	£ 5040	£ 25,200	£ 25,200	£ 50,400
£ 8	£ 2880	£ 2880	£ 5760	£ 28,800	£ 28,800	£ 57,600
£ 9	£ 3240	£ 3240	£ 6240	£ 32,400	£ 32,400	£ 62,400
£ 10	£ 3600	£ 3600	£ 7200	£ 36,000	£ 36,000	£ 72,000
£ 11	£ 3960	£ 3960	£ 7920	£ 39,060	£ 39,060	£ 79,200
£ 12	£ 4320	£ 4320	£ 8640	£ 43,200	£ 43,200	£ 86,400
£ 13	£ 4680	£ 4680	£ 9360	£ 46,800	£ 46,800	£ 93,600
£ 14	£ 5040	£ 5040	£ 10,080	£ 50,400	£ 50,400	£ 100,800
£ 15	£ 5400	£ 5400	£ 10,800	£ 54,000	£ 54,000	£ 108,000
£ 16	£ 5760	£ 5760	£ 11,520	£ 57,600	£ 57,600	£ 115,200
£ 17	£ 6120	£ 6120	£ 12,240	£ 61,200	£ 61,200	£ 122,400
£ 18	£ 6480	£ 6480	£ 12,960	£ 64,800	£ 64,800	£ 129,600
£ 19	£ 6840	£ 6840	£ 13,680	£ 68,400	£ 68,400	£ 136,800
£ 20	£ 7200	£ 7200	£ 14,400	£ 72,000	£ 72,000	£ 144,000
Based on One Table 360 Days				Based on 10 Tables 360 Days		

Do the maths then call Peter for a free demonstration

First Impressions Count & so do all the rest.

Dual Screen DMMC	10 second impressions / Ads	6 hours	7 hours	8 hours	9 hours	10 hours
Per hour	@ 720 per hour	4320	5040	5760	6480	7200
Per week	@ 720 per hour	30,240	35,280	40,320	58,320	50,400
Per month	@ 720 per hour	129,600	151,200	157,800	194,460	216,000
1 impression shown for 10 seconds. 360 per hour per screen x 2 screens = 720 impressions per hour						
10 Units Per Month	7,200 per hour	1.3 Million	1.5 Million	1.6 Million	1.9 Million	2.1 Million

Number of Impressions / Ads shown per day & week on a single unit. (Figures based on a 2 screen DMMC Unit)

Dual Screen DMMC	10 second impression	10 hour	8 hour	7 hour	6 hour	5 hour	10 hour	8 Hour	7 hour	6 hour	5 hours	Impressions Per Week
impressions	Cycle time	DAY impressions Cycled					WEEK impressions Cycled					10x DMMC
20	3m 20sec	360	288	252	216	180	2520	2016	1764	1512	1260	17,640
25	4m 10sec	280	224	196	168	140	1960	1568	1372	1176	980	13,700
30	5m	240	192	168	144	120	1680	1344	1176	1008	840	11,760
36	6m	200	160	140	120	100	1400	1120	980	840	700	9,800
10 Units = 20 Screens		10 DMMC's Units Multiply x by 10					10 DMMC's Units Multiply x by 10					
<i>Eg 20 impression Cycle x 7 hours 252 cycles per day 10 DMMC = 2520 Cycles = each impression shown 2520 per day</i>							<i>Eg 20 impression Cycle x 7 hours x 7 days 1764 cycles week 10 DMMC = 1764 Cycles = each impression shown 17,600 cycles per week that's 75,600 times a month.</i>					



NEXUS COMPUTERS



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30 Years

incorporating www.menu-mobile-charger.co.uk



Key Features

- WIFI enabled to upload Photos (Slide Show & HD Video)
- Dual Screen 7" HD high definition wide angle display, perfect for advertising special offers, menu items and happy hours. 85 mm x 160 mm Screen Size Displays 720 Adverts Per Hour
- Supports multi images for slideshow, at the following Dimensions: 600 x 1024mm. & built in speaker.
- 2 integrated cables iPhone / Micro plus Type C & 2 USB ports (Total output 5V 8amps) with smart charging.
- Android installed operating system. 
- Heavy duty capacity 20,800mAh Samsung battery. Able to fully charge 6-8 iPhones/tablets on 1 full charge.
- Fully charged in 4-5 hours. (Charges at 2.0 amps)

- 1Gb Storage on board & up to 32GB SD card.
- Robust and elegant design, fire resistant ABS Material
- Overcurrent, overvoltage, over discharge, short circuit and over temperature protection.

INCLUDED 2 Apple Lightning, 2 Micro USB 2 Type C Cables
1 Anti-theft Security System (Keyed Alike)

Nexus Computers Est 1988 Peter J. Radcliffe

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Web www.pos-security.net (Security Products)



DMMC H 237 x W 122 x D 114 Weight 850g

Packaging H 255 x W 140 x D 125 Weight 1Kg

Power Multi Voltage 110 / 220v

12 Month (limited) Warranty

