



NVIDIA PartnerForce Success Story

Coastline Micro | Redefining Fastfood Dining



Popular Fast Dining Restaurants Improve Customer Experience with NVIDIA GeForce Technology

Challenge

Several well-known fast dining establishments were challenged with improving speed of service and increasing average order size while lowering costs and enhancing the customer experience.

Solution

Coastline Micro, an NVIDIA PartnerForce™ Premier member, partnered with San Diego-based EMN8 to create self-service kiosks based on the NVIDIA® GeForce® 8600 GT GPU. With full support for Microsoft® DirectX 10, the GeForce 8600GT from EVGA delivers unparalleled graphics in real time for kiosk users. Increased customer satisfaction, higher thru put and greater brand recognition are the result.

In this industry it is all about the customer experience and as soon as EMN8 mentioned graphics, we knew NVIDIA was the best choice. But they also needed solutions that could handle cutting-edge design and last for 2-3 years. Then we knew they were talking about the NVIDIA GeForce 8 Series.

Sam Sanchez,
VP of Sales and Marketing, Coastline



Success Summary

In the fast dining business “fast” is the operative word. Companies are continually looking at ways to deliver the highest quality food experience in 1/2 the time. In places like Arby’s, Carl’s Jr. and Disney World where customer satisfaction is the leading metric for success, long lines, out-of-date environments and loss of brand value can really impact the bottomline. EMN8 has brought technology innovation to the restaurant industry by creating self-service kiosks with rich-media interfaces that enable customers to order and pay from an interactive, multimedia, multi-lingual menu.

These self-service solutions create a dining experience that supports the brand and at the same time lowers overhead costs. To deliver such a graphic intensive solution, EMN8 turned to Coastline Micro and NVIDIA.

With a revolutionary unified architecture and full support for Microsoft DirectX 10 games and applications, GeForce 8 series GPUs deliver unprecedented performance, extraordinarily detailed environments, and film quality game effects. The GeForce 8600 GT fit the bill by providing the right price performance ratio along with the right feature set required for the interactive kiosks.

NVIDIA GeForce 8 series

- Full support for both Microsoft® DirectX 10 and DirectX 9 for unparalleled levels of graphics realism and performance
- NVIDIA PureVideo™ HD2 technology provides unsurpassed Blu-ray and HD DVD movie picture quality
- NVIDIA 8 Series graphics processors are essential for accelerating the best Microsoft® Windows Vista™ experience
- Ultra-realistic effects for next generation OpenGL and DirectX 10 industry-leading professional applications

About EMN8, Inc.

EMN8™ develops animated, rich-media self-service solutions for the restaurant industry. EMN8’s customer-facing OrderM8 systems deliver an easy, fast and engaging interface allowing guests to accurately order, confirm and pay via cash, credit, debit and/or gift card. EMN8’s field-hardened solutions, integrated with existing POS and back-office management applications, increase average check, improve speed of service, and deliver consistent in-store brand messaging to consumers while reducing an enterprise’s overall operating costs.

Learn more about **EMN8** at: www.EMN8.com

About Coastline Micro

Since 1989 Coastline Micro has been assembling quality build-to-order computer systems, which includes servers, workstations, laptops and desktop computers for VARs/ Resellers, corporate and Gov/Ed customers nationwide. Coastline Micro is a technology leader with industry specific expertise committed to the success of each one of their partners.

Learn more about **Coastline Micro** at: www.coastlinemicro.com

About NVIDIA

NVIDIA Corporation is the worldwide leader in programmable graphics processor technologies. The Company creates innovative, industry-changing products for computing, consumer electronics, and mobile devices. NVIDIA is headquartered in Santa Clara, CA and has offices throughout Asia, Europe, and the Americas. For more information, visit www.nvidia.com.

Learn more about NVIDIA GeForce 8 Series at: www.nvidia.com/page/geforce8.html

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