

**THE HOWARD COMPANY**, founded in 1950, is an employee-owned point-of-purchase display manufacturer located in Brookfield, Wisconsin. We specialize in menu boards and food service products, as well as permanent and semi-permanent retail merchandising displays.

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## HOWARD TK-OCS-300 ORDER CONFIRMATION SYSTEM (OCS)

### OVERVIEW

Enhance your customer's experience with improved accuracy and increased speed of service with a quality drive-thru product with proven ROI.

### FEATURES

- The industry's largest screen at 17" (a full 33% larger viewing area) than other systems
- The screen can be mounted in either landscape or portrait format on a post or canopy pole
- Dynamic heat pipe cooling system versus static heat sink aluminum fins used by others for optimal system performance
- Patented software allows for each item to be pictured at the same time as the order is displayed in copy. This is a double confirmation of item ordered and reduces the language and translation difficulties.



## DISPLAY SPECIFICATIONS

Display: Color TFT/LCD  
Size: 17.0" Diagonal  
Resolution: 1280 pixels H x 1024 pixels W  
Luminance: 1400 nits  
Operating Temperature: -40°F - +140°F  
Dimensions: 16" H x 12.5" W x 7" D

**Kiosk Dimensions:**  
17.125" W x 55.6875" H x 11.5" D

**Canopy Mount Cabinet Dimensions:**  
17.938" W x 20" H x 3" D

## Three steps, three screens make order confirmation easy!

### Arrival Screen

Before the order begins, the customer can view up to five different programmable high-resolution POP graphics. These POPs are an excellent marketing tool for sales, limited-time promotions, new products and more. They are a cost effective way to promote test items at each location.

### Order Screen

When the order taker strikes a key on your register, our system opens the order screen.

Customers see their special grill order highlighted in red text for easy customer verification.

Our software translates your POS short codes into 25-character text descriptors so customers can see their order as it is placed

Along with the text descriptor, item pictures are displayed. This feature can be used to visually confirm item orders.

### Total Screen

The Suggestive Sell & Total screen automatically appears when the order is totaled. This lets the customer know his total and allows marketing opportunities at the point of purchase.

The grand total is clearly displayed for the customer, enabling him to have payment ready when reaching the service window.



Order display area will show up to 23 lines of text without scrolling so large orders can be view completely.

Individual item pricing is optional.

Total and tax are clearly displayed to enable customers to verify their order.

Programmable scrolling message.



When the order is totaled, our software scans the order and automatically suggest a "forgotten" item with text and graphics.

The **Total** screen displays a text message persuading customers to add to their order, which can coordinate with the displayed graphic or display a unique message.

Patented by manufacturer