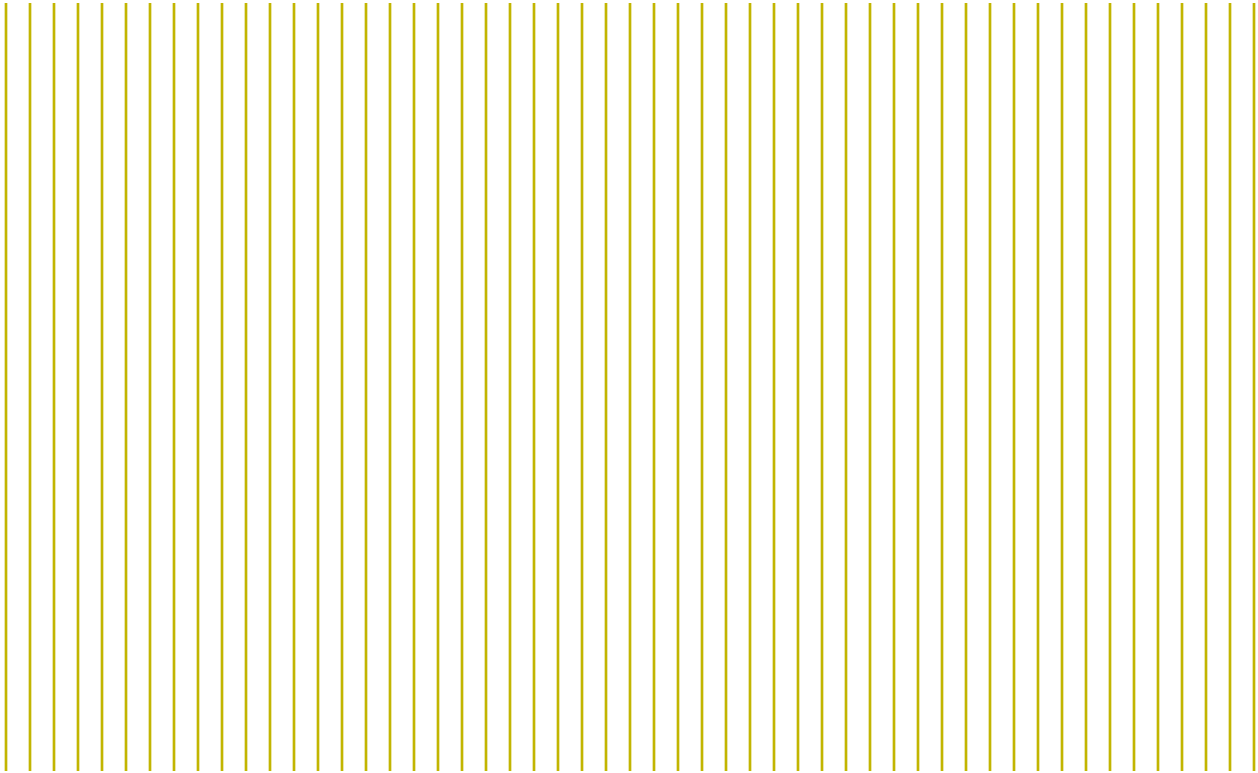



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# SIT. SCAN. ORDER.

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A series of thin, vertical, olive-green lines of varying heights, creating a textured, curtain-like effect on the left side of the slide.A solid, horizontal, olive-green bar located at the top right of the slide.

Transform your guest dining  
experience with CHi's new  
Magic Box — our remarkable and  
multi-functional tabletop technology

**It's a game changer →**

# FEATURES

## MAGIC BOX LITE

A safe, durable, and affordable solution to today's unique dining environment. Guests **skip the line** and order from their table with our innovative tabletop technology.

### INTERNAL BATTERY

Magic Box Lite is completely wireless, powered by an internal battery that is good for one year.

### E-PAPER DISPLAY

Displays ads, QR codes, table information, guest communications, and more.

### NFC INDICATOR

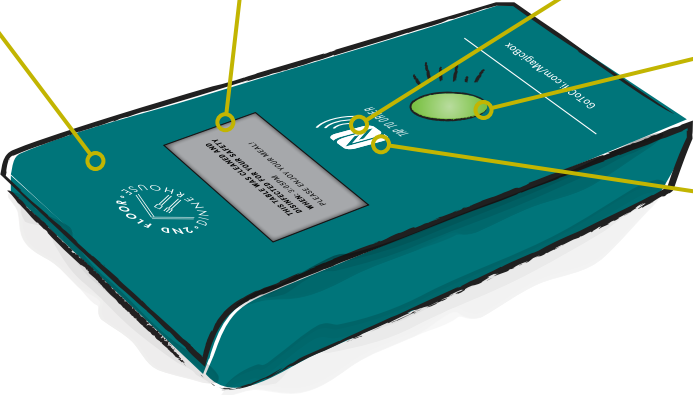
When a guest taps their smart phone to the NFC indicator, it will open the restaurant app while also linking a table number and beginning the ordering process.

### CALL BUTTON

The call button lights up with colors to communicate different messages to employees and guests. It can also alert staff when the customer is in need of assistance. Design can be made flush or protruding.

### TPS

The Table Positioning System, or "TPS", resides within the NFC indicator. It notifies employees where the guest is seated in the restaurant (e.g. Table 7 in Port Huron, MI - Store #1234).

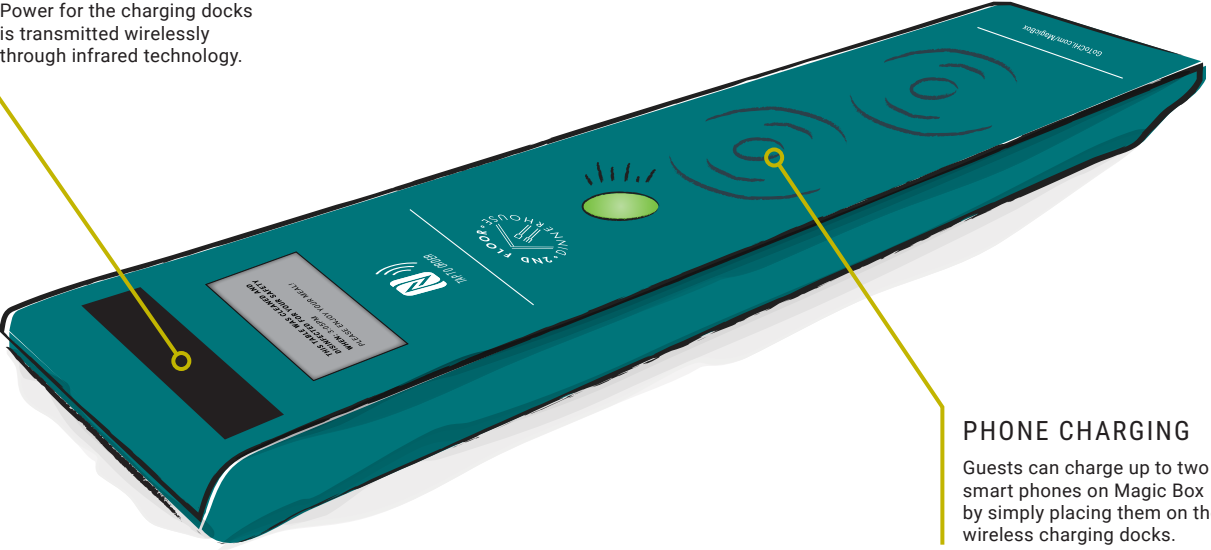


## MAGIC BOX

Everything from Magic Box Lite with a little bit more. When you upgrade to the full Magic Box, guests can also charge their smart phones with two wireless charging docks right on the device.

### WIRELESS POWER

Power for the charging docks is transmitted wirelessly through infrared technology.

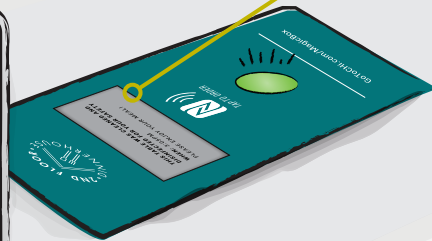
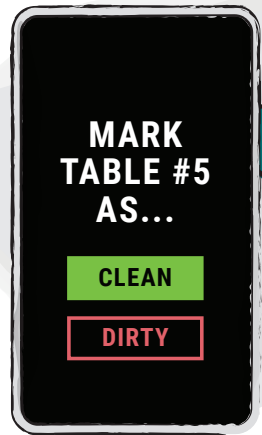


### PHONE CHARGING

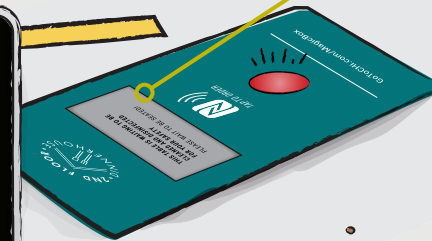
Guests can charge up to two smart phones on Magic Box by simply placing them on the wireless charging docks.

## GUEST SAFETY

Let your guests know that their health is top priority by utilizing the e-paper display and call button light functions. Notify guests and employees when a table is dirty and when it's been cleaned. Employees can easily mark a table as clean or dirty on a mobile device.



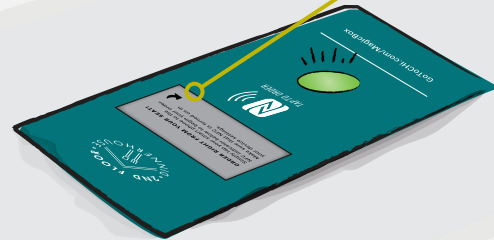
**THIS TABLE WAS CLEANED AND  
DISINFECTED FOR YOUR SAFETY**  
**WHEN: 3:05PM**  
PLEASE ENJOY YOUR MEAL!



**THIS TABLE IS WAITING TO BE  
CLEANED AND DISINFECTED  
FOR YOUR SAFETY**  
PLEASE WAIT TO BE SEATED!

## ORDER FROM THE TABLE

Restaurants can use the e-paper display to walk guests through using NFC to order from their table.



**ORDER RIGHT FROM YOUR SEAT!**  
Simply tap your smart phone to the NFC indicator below to begin your order.  
Make sure that NFC is turned on in your device settings.



TAP TO ORDER

## MARKETING

The e-paper display also offers sustainable and versatile marketing capabilities. Advertise to your customer right at their table and easily change out the content when needed.



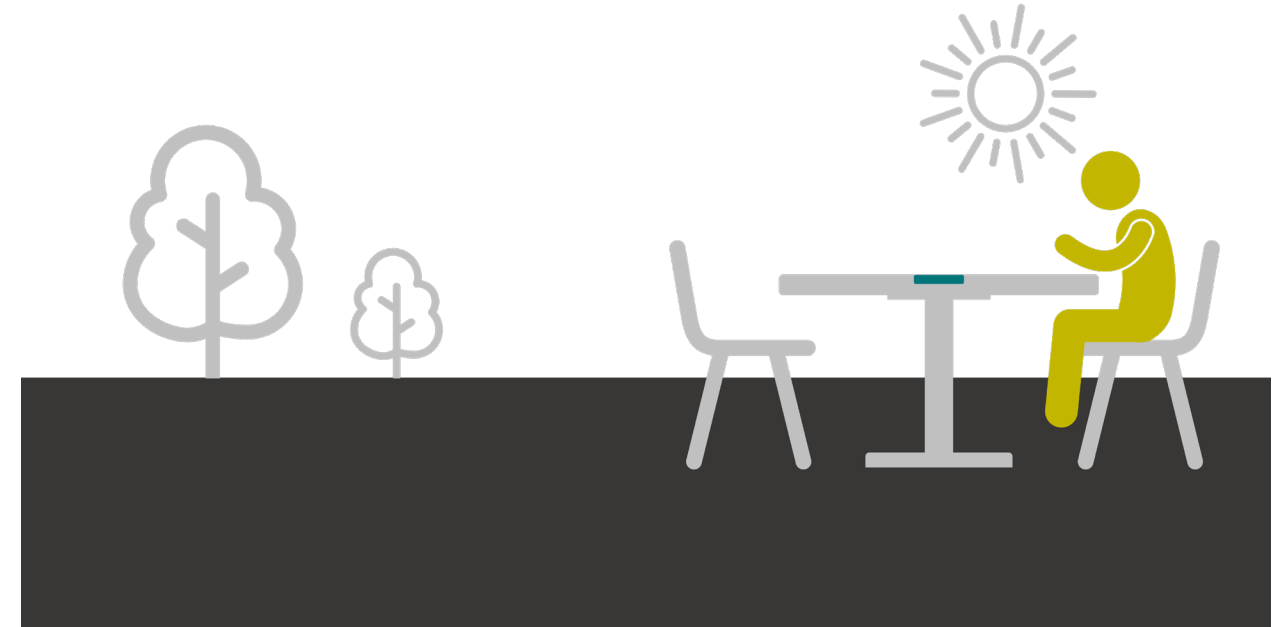
## APPLICATION

Magic Box Lite is retrofittable and completely tamper-proof. It easily installs inset in any existing table, flush to the surface, making it easy to clean and out of the way.



## OUTDOOR SEATING

Maximize all available seating options with Magic Box Lite. It is both durable and water-proof, making it suitable for outdoor use.

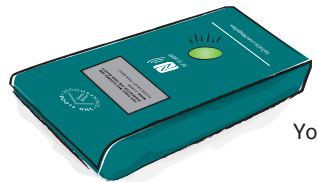


## COLOR

Endless color options available for your branding and design needs.



Charcoal



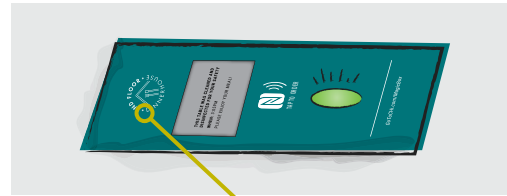
Your Brand Color



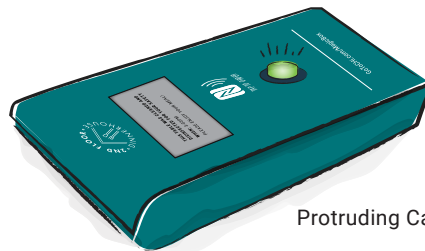
White

## DETAILS

Additional details or features can be designed upon request.



Logo Decal



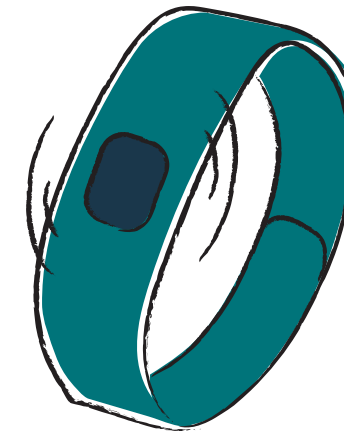
Protruding Call Button

## ADD-ONS

Give employees wearable name badges or bracelets that can be sent notifications and vibrate when a customer pushes the call button for assistance.



Name badge's customizable e-paper screen can rotate between different information and display employee names, promo information, and more.



Wearable bracelets can be customized to your branding needs.





EXPERIENCE

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Walk in. Grab a seat.  
Order from your table.

Enjoy.



## GUEST EXPERIENCE

### Safe, Convenient, and Stress-Free

Magic Box simplifies the ordering process and reduces stress on the guest experience. Guests are free to enter the store, skip the line, and have a seat. They then tap their device to the NFC indicator to activate TPS, and start their order all without waiting in line.

The call button communicates to the guest whether the table is clean or dirty. One push will also notify employees if they are in need of assistance.

With the full Magic Box upgrade, guests are invited to top up their phones by placing them on one of the charging docks!



“

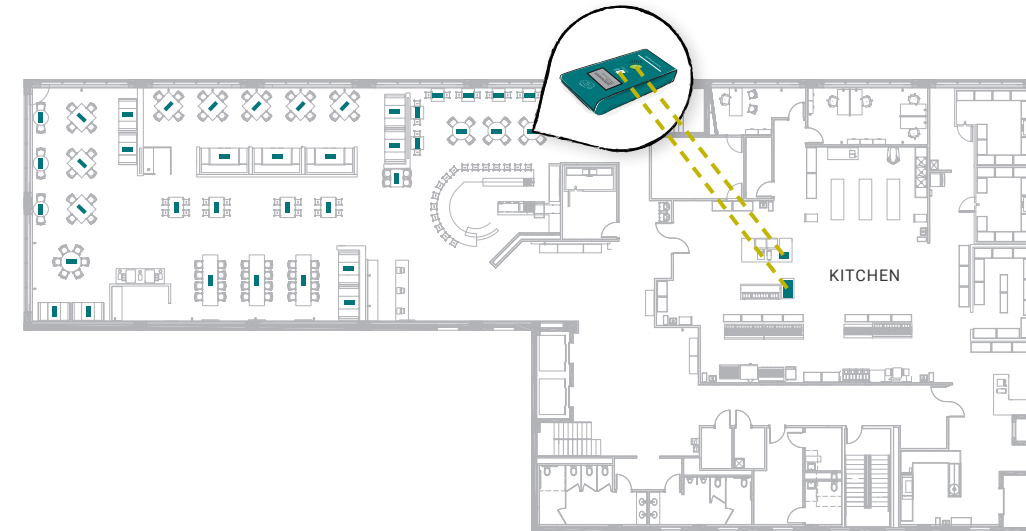
**Six in 10** customers regard waiting in line for food or to pay as the main discouragements to visiting a restaurant more often.

Taylor, Mel. (2019 June) "Nearly 40 Percent of Dining Experiences Involve a Smartphone."  
Mobile technology is radically altering customer expectations. Retrieved from [qsr.com/outside-insights](https://qsr.com/outside-insights).

## RESTAURANT APPLICATION



## INTERCONNECTIVITY



Port Huron, MI

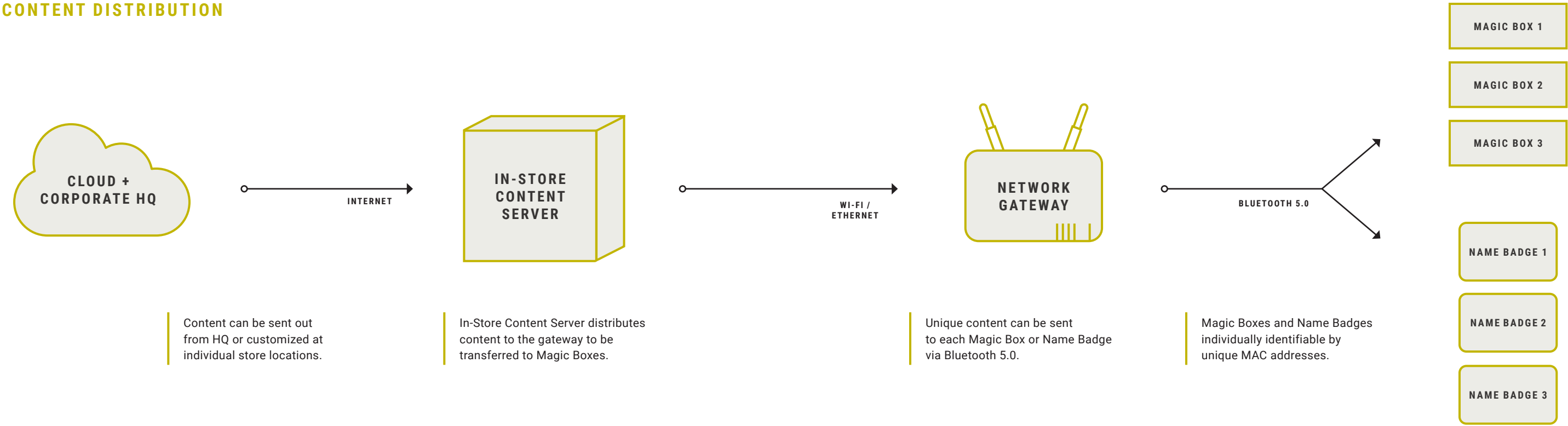
## CALL BUTTON TO TABLET

When the call button is pushed, it lights up for a visual cue to passing employees and Lobby Supervisor, as well as notifies the tablet at the Manager Station or name badges and bracelets if implemented.

## NFC TO APP TO POS

Once customers tap their smart phone to the NFC indicator on Magic Box and begin their order, it gets sent directly from the app to the store's POS.

CONTENT DISTRIBUTION



## EMPLOYEE EXPERIENCE

### Customer Focused

#### PLEASANT QUEUE AREA

Creates shorter lines at the counter and eliminates visual clutter with a less congested lobby area.

#### REDUCE STRESS

Eases the burden and stress on employees by minimizing time spent on managing multiple customers and orders at once.

#### BETTER SALES

“App-based payments would generate an average 1.23 extra visits per person per week.”

#### IMPROVE SERVICE

Speeds up service by better aligning employees to focus on customer needs.

#### EXPRESS MARKETING

Sustainable marketing makes it easier and faster to update various ads, promotions, and guest communications daily for no cost.

#### REALLOCATE LABOR

More employees hand delivering meals and less stationed at the register.

“**58 percent** of customers would visit a restaurant more often if experience enhancing technologies were available.”

Taylor, Mel. (2019 June) “Nearly 40 Percent of Dining Experiences Involve a Smartphone.”  
Mobile technology is radically altering customer expectations. Retrieved from [qsr.com/outside-insights](https://qsr.com/outside-insights).

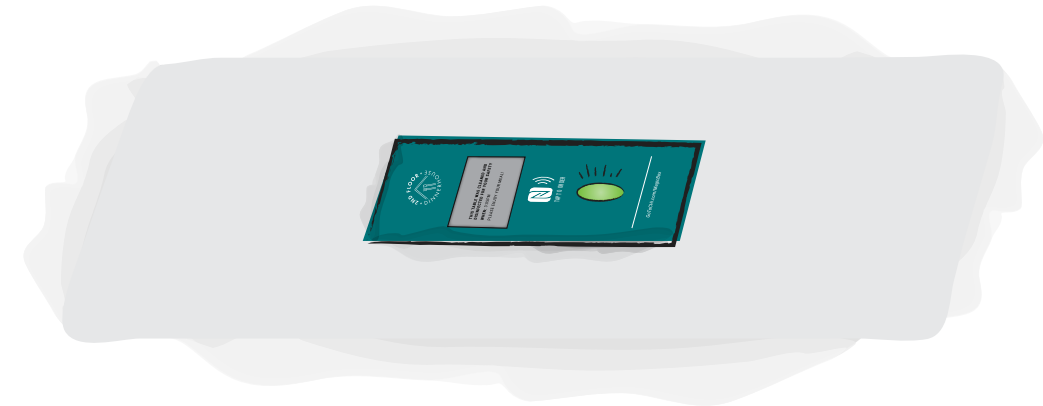
Taylor, Mel. (2019 June) “Nearly 40 Percent of Dining Experiences Involve a Smartphone.”  
Mobile technology is radically altering customer expectations. Retrieved from [qsr.com/outside-insights](https://qsr.com/outside-insights).

# SUMMARY

One simple solution leading the industry in digital technology.

# MAGIC BOX

By Charter House innovations



**CHANGING THE WAY YOU ORDER  
AND SO MUCH MORE**





**616.399.6000 / GoToCHi.com**

Proudly made in the USA