



Enterprise Configuration and Reporting, Sandwich Management, and Cook Timer Functionality are among the Cost-Saving, Productivity-Enhancing Improvements to HyperActive Bob

PITTSBURGH, PA – April 15, 2008 – As restaurants feel the squeeze from higher food costs,¹ HyperActive Technologies continues to make cost-saving and productivity-enhancing improvements to its kitchen production manager for Quick Service Restaurants (QSRs), “HyperActive Bob,” according to Joseph J. Porfeli, Chairman and C.E.O.

“Bob costs less than 80 cents an hour, yet he frees up a manager’s time from having to oversee the cooking process, and he squeezes ever-greater efficiencies from food costs, personnel training, and in fact, the entire kitchen process,” Mr. Porfeli said. “Bob also helps the kitchen to run much more quietly, even during the lunch rush.”

Among the many significant changes in the most recent (3.0+) upgrades to HyperActive Bob, several new features directly affect a restaurant’s costs and productivity. These include:

- ∞ Bob’s architecture has been re-worked to enable HyperActive’s new “Enterprise Configuration Management” (ECM) and “Enterprise Reporting” capabilities.
- ∞ HyperActive’s entire suite of products (Bob, QTimer, and HyperView) have been reconfigured to function on the same computer, at a significant cost savings.
- ∞ Bob now manages multi-stage cooking processes for products that are cooked ahead of time, such as the assembly of sandwiches from existing components. The system now tracks component quantities and ensures availability of these components.
- ∞ Bob’s kitchen interface monitors now offer the functionality of stand-alone cook timers, so restaurant chains using Bob can save thousands of dollars simply by not having to buy this extra piece of equipment.

Additionally, a number of internal improvements have been made to Bob, including the enhancement of its POS architecture, the ability to manage algorithms and algorithm plug-ins, brand-specific default configurations for menus, managed items, cook stage settings, and other performance settings.

Enterprise Configuration Management

Beyond the changes in the product itself, HyperActive continues to build an Enterprise Configuration and Reporting portal, which enables both HyperActive staff and restaurant chains to effect such changes as product updates and menu changes and promotions from a single location.

“People are accustomed to seeing their operating system and other software update remotely,” Mr. Porfeli said. “From this version forward, what most restaurants see, working with our

¹ see “Cutback Cuisine,” Wall Street Journal, March 8, 2008, pg W1, <http://online.wsj.com/article/SB120493352022320755.html> and “Squeezed from Both Ends,” Pittsburgh Post Gazette, March 9, 2008, pg A-1 and <http://www.post-gazette.com/pg/08069/863713-85.stm>.

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HyperActive Bob – add one

products will be just that easy.” The installation process has been streamlined; installers will simply need to make the network connection, and the machine itself will update, and Bob will be configured specifically for that particular store. Configurations will be determined by testing and corporate policy.

Currently, HyperActive Bob has been installed in all corporately-owned Zaxby’s restaurants, and is continuing to be installed throughout its franchisee system. HyperActive Bob systems are currently installed in six different QSR concepts, most of which are considering ways to further implement the solution within its operations.

Zaxby’s justified the ROI for HyperActive Bob based on food cost savings and the reduction in time that it takes to train crew members and managers how to cook. “HyperActive Bob enables restaurants across the chain to consistently perform at levels as good as or better than their current top performing stores,” Mr. Porfeli said.

In addition to the ROI benefits, HyperActive Bob generates a large number of intangible benefits, including quieter kitchens (because there is no longer a need to shout “I need _____” [fill-in-the-blank] on a consistent basis – correct amounts of food are already available), and the measurement of significantly reduced product hold times. Anecdotally, restaurant managers are reporting that, because Bob frees them from kitchen/cooking management, they typically have more free time to accomplish other tasks – including the ability to work shorter work weeks.

About HyperActive Technologies

As the QSR industry continues to face difficulties caused by systemic labor shortages, HyperActive Technologies provides solutions that extend the capabilities of crews, managers, and above-store managers. HyperActive’s solutions ease crew training and enhance management productivity in areas that are directly relevant to the customer’s experience, including speed of service and food quality and freshness.

“HyperActive Bob,” our flagship product, is the first anticipatory kitchen management solution that monitors restaurant traffic and real-time sales to predict real-time product demand and ensure there is always hot, fresh food on hand. QTimer, our drive-thru measurement system, integrates with a variety of POS systems to provide real-time, actionable information and detailed reporting. The HyperView OCB combines extreme durability with graphical cross-selling and up-selling capabilities.

For more information about HyperActive Technologies, please visit www.gohyper.com.

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