

PATENT OWNER
EXHIBIT 2077

MICROSOFT HOSPITALITY

SOLUTIONS

Ameranth and 21st Century Restaurant

By combining the power of Microsoft® Windows® CE software and Symbol Technologies Spectrum24® wireless devices in a hand-held computer that has the form factor, elegance, and durability that the foodservice industry needs, and by providing its 21st Century Restaurant system to the industry's solutions providers, Ameranth Technology Systems is changing the choreography of restaurant operations.

In the foodservice industry, information technology has always been like the "grandame" of the ball—someone with whom everyone has felt obliged to dance. Unfortunately, because the hardware platform has always been fixed terminals, the "grandame" hasn't been able to move too well, and her immobility has been central to how the foodservice industry has danced. The result has been that, for some applications, operators, customers, and employees have danced awkwardly around IT's fixed terminals; for other applications, such as inventory control, they have usually chosen not to dance with IT at all. With their introduction of the 21st Century Restaurant System, Ameranth Technology Systems is giving IT new legs—and forever changing the choreography of restaurant operations.

The 21st Century Restaurant System is a fully integrated system that provides a long-awaited hospitality industry mobile wireless solution for traditional restaurant processes. The centerpiece of the 21st Century Restaurant System is Ameranth's UltraPad™ 2700, a small, light, beautifully designed, hand-held computer that operates using the Microsoft Windows CE operating system and communicates by way of Symbol Technologies' Spectrum24® wireless technology. Small enough and light enough to be carried comfortably in the breast pocket of a suit or blazer, the UltraPad offers long battery life and is ruggedized to withstand the rigors of commercial use.

The combination of the UltraPad 2700, Spectrum24 wireless LAN technology, and Windows CE operating system in a hand-held with the form factor and elegance required for restaurant applications offers unprecedented benefits to restaurateurs and the clientele they serve. The 21st Century Restaurant System allows restaurant processes, including order taking, payment processing (credit card, debit card, smart card), inventory control, process control, waitlist management, table management, personnel management, management interface, valet parking, frequent-diner program interface, short- and long-range communications, and other applications, to be managed and controlled from Ameranth's handheld computer, so that customers, employees, and managers are no longer constrained by the need to work with fixed IT terminals.

AMERANTH™
WIRELESS SYSTEMS SOLUTIONS

AMERANTH
21st Century Restaurant

But the advantages of mobile IT terminals cannot be realized unless there is software that will project legacy, current, and future IT capabilities into the wireless, Windows CE environment. Working with Microsoft, Ameranth has developed a family of modules that allow its POS, back end and other systems providers to provide a seamless and elegant wireless interface to their existing and future software installations. Developed using standard Microsoft Windows NT® Server, Windows 98/95, and Windows CE toolsets and application modules, Ameranth's interface modules preserve the significant investment in existing fixed-terminal systems by projecting the capabilities of those systems into the wireless Windows CE environment and by enabling systems providers to create hand-held user interfaces that have a look, feel, and functionality similar to that of the

host fixed-terminal system. The use of the Microsoft toolsets and application software, along with Ameranth's modular approach to using these tools, makes the introduction of wireless a smooth, painless, affordable transition.

Ameranth's hand-held computers communicate with Ameranth's communications-control module and other interface modules and then with other restaurant computers and devices by way of Symbol's Spectrum24 wireless local area network. Symbol's wireless local area network is based on industry standards and is the technology of choice at more than 40,000 customer locations in a number of global markets.

"Our mission is to work with Symbol and Microsoft to provide worldwide-standard wireless systems solutions," said Keith McNally, CEO of Ameranth. "Ameranth's integration of Symbol's unparalleled technological advancements and the Microsoft Windows CE platform with the other capabilities of our partners will allow customers to deploy fully integrated software and hardware solutions that will provide optimal service, efficiency, and profitability for years to come."

"With Symbol's proven expertise in mobile computing and wireless networks, Ameranth's vision and integration skills, and Microsoft's innovative family of software products and solutions, we share in their vision for the 21st Century Restaurant System," said Tony Barbagallo, group product manager, Productivity Appliances Division, Microsoft Corp.

"With its 21st Century Restaurant, Ameranth is providing a system solution that makes Symbol's wireless technology more accessible to the foodservice industry, so that restaurateurs can move away from fixed terminals and gain the benefits of wireless that other industries have enjoyed," said John Harker, Director, Hospitality and Gaming for Symbol Technologies.

Let the dance begin.



Ameranth Case Study | The Improv Comedy Clubs

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Seating 260 people, three times a night is a lot easier since the Dallas Improv installed Ameranth Technology Systems, Inc.'s 21st Century Restaurant™. Running on the Microsoft® Distributed interNet Architecture, the solution boasts a commerce-enabled Web site hosted by Microsoft Windows® 2000 Advanced Server that's boosting ticket sales. Ameranth 21st Century Communications™ middleware facilitates integration of customer data from the Web site with Windows CE ticketing software used to wirelessly assign tables.

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Every joke is a tiny revolution, says George Orwell, and if the reverse is true for the kind of revolution that signals progress, everyone must be laughing at the Dallas Improv Comedy Club. Going from phones, pens, paper, and a single laminated seating chart to installing a Web, PC, and wireless system to handle all the ticketing, food ordering, table management, and payment processing for three 260-seatings a night has undoubtedly made owner Tom Castillo a happy man.

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And the fact that the Ameranth Technology Systems, Inc. 21st Century Restaurant™ solution he chose for the Dallas Improv is built using 100 percent Microsoft products

and runs on the Microsoft Distributed interNet Architecture (DNA) platform, gave Castillo the security to enjoy his leap into the 21st century.

"I am comforted that Ameranth uses the Microsoft suite of products to provide their integrated solution," he says. "I know that with Microsoft, we will have the flexibility to integrate other software products in the future."

The Ameranth Advantage

Castillo first came across Ameranth Technology Systems, Inc. last year in Chicago at the National Restaurant Association's annual tradeshow. At that point he told Ameranth that, "the Improv needs to move its systems into 21st Century technology," and he was "won over by the company's demonstration." Looking for a total solution, Castillo was particularly impressed with the fact that Ameranth could develop and install the entire Web, PC, and wireless system—something no other company could match. Because Castillo was

Solution Overview

Company Profile

The Improv Comedy Clubs showcase live performances by top, nationally known comedians. The Dallas Improv, located in the Dallas metropolitan area, is one of ten locations across the United States. The Dallas Improv has a full drink and dinner menu, and on the weekends runs a comedy-infused traffic school.

Situation

Before Improv Comedy Club owner Tom Castillo went looking for a way to automate the ticketing, food ordering, table management, and payment processing at the Dallas Improv, the operation was making do with pens, paper, and a laminated seating chart. The resulting inefficiency compromised customer service and didn't help the bottom line.

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Business Solution

The Improv solution integrates Ameranth Technology Systems, Inc.'s software for Windows CE-based wireless handheld computers (Ameranth UltraPad™ 2700), Microsoft® Windows® NT® Server, and SQL Server™ 7.0 with Ameranth's 21st Century Communications middleware and a Symbol 802.11 FH Wireless LAN. The solution, called 21st Century Restaurant, provides internet ticketing and payment processing, traffic school reservations and food ordering, phone-based ticketing and payment processing, and wireless handheld ticket authorization and seating assignments. The entire solution is built according to the Microsoft Distributed interNet Architecture and takes advantage of Microsoft Windows 2000 Server to power a new e-commerce enabled Web site. Ameranth has just inked a deal to install the same system in the Phoenix and Washington DC Improvs.

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Benefits

Immediate improvements in efficiency and speed of service increased revenue and dramatically enhanced the customer experience at the Dallas Improv. A new interactive Web site allows customers to pre-order and pre-pay for food and tickets for faster service at the theatre, where staff can quickly process their reservations and assign tables using a wireless handheld computer. Meanwhile the kitchen already has their food prepped and it comes to the table on time—definitely the best time in show business.

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4 Ameranth Case Study (continued)

basically starting from scratch, this provided a great advantage.

"At the time, the Improv was a very low-tech and inefficient operation, where phone-based reservations were noted with pencil and paper and the table management was done with a grease pencil and a laminated seating chart," Castillo recalls. The company did have a Macintosh for accounting and running an antiquated POS system, as well as a promotional Web site with no interactive capabilities. And there was no database housing customer information.

Castillo immediately saw Ameranth as a way to increase sales by ramping up the

company's efficiency and speed of service throughout the entire customer cycle and e-commerce enabling the Web site. The solution would also provide a way to create a customer database. "Using Ameranth's 21st Century Restaurant, I believe the Improv will be able to increase sales and increase both the efficiency and speed of service," he says. "We are predicting costs will be recovered within a year."

Microsoft Scales to the Solution

Ameranth's core technology is the 21st Century Communications™ middleware which routes data, regardless of programming language, across a variety of platforms, facilitating the data synchronization required for integrating different systems, including Web-based, Wireless LAN and PC-based client/server systems.

The Improv solution integrates Ameranth's software for Windows CE wireless handheld computers, the UltraPad™ 2700, and the Microsoft Windows NT® Server operating system and Microsoft SQL Server™ 7.0 with Ameranth's 21st Century Communications middleware and a Symbol Technologies 802.11 FH WLAN. This total solution provides

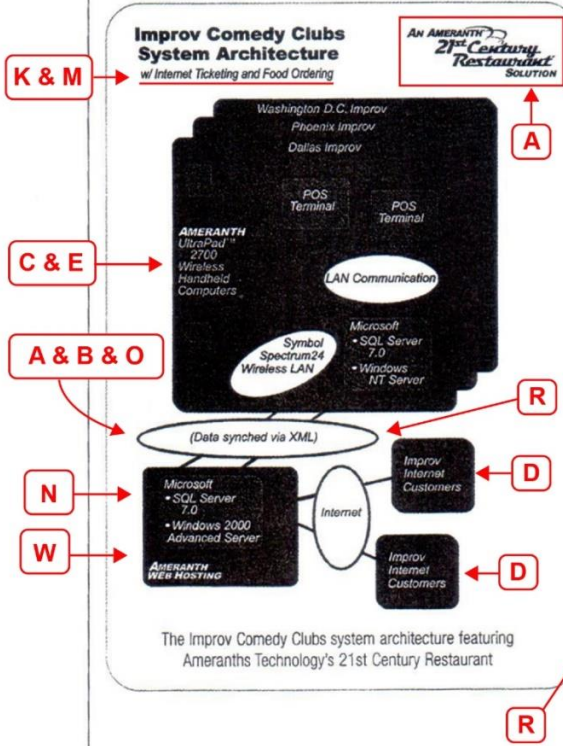
Internet ticketing and payment processing, traffic school reservation and food ordering, phone-based ticketing and payment processing with instant database input, and wireless handheld ticket authorization and seating assignments. A new self-service Web site enables customers to pre-order and pre-pay for tickets and food.

Given that the Improv's Ameranth solution spans the range from Web-based, to client/server to wireless technologies running on the Microsoft Windows CE operating system, it's no wonder that Castillo was happy that his solution adheres to Microsoft Windows DNA architecture that provides exceptional interoperability on a comprehensive, scalable platform for building and hosting distributed Web-based applications. "We wanted to use the Microsoft BackOffice® family of technologies and the Windows DNA platform because they are dependable and interoperable with many hardware and software technologies," says Castillo.

And by taking advantage of Microsoft Windows 2000 Advanced Server and its built-in Web server, Internet Information Server 5.0, to host the Improv's new self-service Web site, the Improv can Internet-enable its entertainment business model and set the stage for an enhanced customer experience.

Front Row Center

The best seat in the house is where everyone likes to sit, but it's not the only thing that contributes to a great evening out. Patrons at the Dallas Improv benefit from the Ameranth solution from the moment they pick up the phone, or log on to the Web site to



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"Thanks to the database system we now know who our customers are. Thanks to the wireless integration, the ticketing system, and the Web site, we now have a few minutes to get to know our customers."

Tom Castillo, Owner, The Improv

A, B, V, O

book their tickets. Over the phone, the Ameranth Desktop Ticketing/Reservations software enables staff to process orders more efficiently with automated table seating assignments. Now that agents can also enter customer information directly into the SQL Server database, management can track sales, implement a frequent customer program and produce mass e-mails.

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Both online and phone orders are the first step in speeding up table management at the theater. Using Ameranth's UltraPad 2700 wireless computers and the Symbol Spectrum 24 Wireless LAN Access Point, staff can wirelessly process each customer either through scanning the bar code on tickets they printed out when purchasing online, or by inputting the authorization code they received over the phone. Using the UltraPad 2700 computer to access the database, table assignments are quickly and efficiently given to customers. Internet-ordered food expedites the wait staff's job as orders can be started upon the customer's arrival, leaving them more time to sell revenue-generating drinks and desserts.

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Theater management also benefits from the use of Ameranth's 21st Century Database Wizard for updating the Web site prices, menus, show listings, and comedian bios and photos — without any knowledge of HTML.

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For more information

About Microsoft

Call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (800) 563-9048. Outside the 50 United States and Canada, please contact your local Microsoft office.

For more information about Microsoft BackOffice-based hospitality solutions, visit the Microsoft hospitality industry home page on the World Wide Web, at <http://www.microsoft.com/industry/hospitality>.

About Ameranth

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Ameranth Technology Systems Inc., founded in 1996, is a systems integrator facilitating data exchange between mobile wireless computers and fixed information systems.

Through routing and synchronizing data moving between Wireless Local Area Networks and fixed information systems, including Internet servers, Ameranth's systems integration, software products and related services increase the speed, scope and efficiency of information processing for various industries, including hospitality and healthcare. Ameranth's customized products, solutions, and services are revolutionizing the way these industries operate by introducing them to the extraordinary benefits that mobile, wireless communications have to offer. Along with its strategic partner, Symbol Technologies, Ameranth is dedicated to establishing the wireless system standards around Symbol's Spectrum24 802.11 Wireless Local Area Network and Microsoft's Windows CE operating system.

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Database Information

Version Used: Microsoft SQL Server 7.0
Size of Total Database: 1.5 GB
Size of Largest Database: 1.5 GB

Microsoft Software Used

Microsoft Visual Studio®
Windows CE Toolkit
Microsoft SQL Server 7.0
Microsoft Windows 2000 Advanced Server
Microsoft Windows NT Server
Microsoft Office 2000