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# FEBRUARY 2009 FSTEC PANEL AWARDS PRESENTATION

## GS3: Technology Executives Panel

Tom Larinega:

My name is Tom Larinega and I'm the publisher of Nation's Restaurant news and I'm delighted that you're here with us for the next few days. As you probably know by now FS TEC is produced and managed by Nation's restaurant news and in partnership with Rob Grimes of Acuvia. Hey, let's face it folks and you don't need me to tell you, these are very very challenging times to say the least. We've got weak consumer confidence, high unemployment, high energy and food costs, and global economic crisis. The list of what ails our industry and challenges our balance sheets goes on and on. The unprecedented nature of what we are facing feels like to me every week to me like a roller coaster ride that tests our resilience, and our skills as decision makers and leaders and with so much going on and so much to do in order to keep pace I particularly want to thank you for making the time to join us here at FS TEC in Orlando this year. Uh, we all know that in difficult times like these enormous pressure exists to cut costs or to postpone the implementation of a new technology or equipment roll out. I know in the media business right now there are so many opportunities for Nations Restaurants news to continue its evolution from print to digital platforms but it seems like today the always important question of what is the ROI, is being accompanied by the question of when is the ROI. Conventional thinking says to wait until the economic and revenue forecasts improve. But the truth is smart CEOs, smart CIOs, smart business leaders, see technology as a strategic imperative in challenging times like these. They know that while postponing a rollout may lead to short term savings it can just as easily lead to a longer term of competitive disadvantage. In the January 26th issue of Nation's restaurant news our expert editorial staff uncovered 50 opportunities for restaurant companies to respond proactively to today's market conditions and by my rough count a full 30% of them contained a technology component. I know those of you in this room know better than anyone that successful business strategy, innovation and technology go hand and hand. So, the theme of this year's FS TEC is "Keeping Cool when the Heat is on", and it includes the letters I.C.E in the logo. And while many of us were glad to escape icy corners of the United States to come down here to sunny Orlando where it's just as cold, ice in this case is an acronym, standing for integration, communication, and efficiency. These are three key areas that most food service companies are looking to improve and I am confident that you will find that our FS TEC program over the next few days will send you all home in a better position to improve your ICE in the year ahead. Among the other educational and networking opportunities that you will find here over the next few days as you now this is the second time that FSTEC is co-locating with the biannual\_\_\_\_\_ show and I hope you'll take the time to while you're here to see the latest advancements in food service equipment on display here in the convention center. We've got some great sessions in store over the next few days, starting in just a few minutes with the technology executive panel, which will share the insight

115

expertise of leading technology and service companies moderated by Rob Grimes of Acuvia. Also on the agenda is a session that is particularly relevant this year making the case for IT investment in a tough economy. This session is presented by the national restaurant associations, MIS executive study group whom I'd like to thank for helping with yesterday's roundtable discussions at lunch. Can we please give them a round of applause? (Clapping) Later in the program were especially excited to hear from Tamara's key note speaker and futurist Peter Layton. Pete is one of the founding editorial managers of Wired magazine. Among his many interests and accomplishments Peter oversaw a think tank for the effective use of technology in the political arena. And that should be a very illuminating talk as Peter provides a glimpse into what the future has in store for technology and its consumer business and political applications. Before we move into our first session, I do want to say a word of thanks to some of the industry's leading suppliers that are here with us. In Orlando they have been long time supporters of FS TEC. And they include our founding sponsor, Micros. Corporate sponsors Par and Radiant, and affiliate sponsors Epson, Hyperactive and Expiend. Obviously they're ongoing support of FS TEC says a lot about their industry leadership and unwavering commitment to food service technology. And let's give them a round of applause too please. (Clapping). So, I also want you to know that around the perimeter here of our session here, uh, we've got over 70 exhibitors, each with its own restaurant specific business solutions. And they too are deserving of your time over the next few days as you make the most of your stay here at Orlando. Uh, the exhibit halls open it started at 10, so get right out there after our sessions in here today. Uh, right now it's time to get our busy day started with our technology executive's panel and here to moderate the session is the chairman and CEO, our business partner at FS Tec, Rob Grimes of Acuvia. Rob just became a franchise owner of a Fresh City restaurant in his home state of Maryland. Ladies and gentleman please welcome Rob Grimes. (Clapping)

Robert Grimes:

Well our panel is assembling themselves up here uh thank you Tom for the introduction and welcome everybody to the first full day of the FS Tec trade show, and of course our second day of the conference. You know Sunday's Super bowl showed why it's critical to have a winning organization and have a defense and the conference arena is no different than a football world in that regard. Here at FS TEC, the information talent runs deep and never quits as this morning's technology executives panel no doubt will demonstrate. Before I introduce the panelists I want to remind you really of your part in this whole thing. If you have questions you should go ahead and write them down on a 3 x 5 card that's at your table and then if you raise your hand a room monitor will pick that up and bring that up here. Now, on top of the questions that you might ask as I promised yesterday for those of you who attended, I saved the questions that were asked yesterday of our CIO panel and some of those questions are very pertinent to the group today and were going to see what their take is, uh on the technology and some of the discussion points from yesterday. So, if you have a question write it down, send it up and that question can be directed to one specific panelist or it can be directed to the whole panel and you can indicate that on the

card. So, let's get on to, (are you okay there) let's get on to introducing our panel. And I'm gonna go ahead and start to my left with Paul Langenbalm. Paul is the president of the hospitality division at Radiant systems. (Laughter) Okay, so were all now all wired up. Uh, Al Little, who I think most of you know is the managing editor of technology for nation's restaurant news and the publisher of many of nations restaurants news's technology related news letters, blogs, articles and all kinds of things including some of the events and he'll tell you that in a minute. Following Al is David Matthews. Besides being a singer he is also the senior vice president and chief of information (your supposed to laugh at that, I know its early but, you know) he is the chief informational officer for the national restaurant association. Um, David not only has access to NRA research about technology and operator and consumer attitudes some of which hell share with us today, but he actually has hands on experience with enterprise applications used by the association's members. This is the first time we've actually had the national restaurant association represented on this panel and I think as you're gonna hear today I really believe it's gonna add a mix to what we're discussing from both the vendors side we heard about from the operators side but of course what the NRA itself is doing to address some of the subjects that we have. To David's left is Edward Rothenberg the vice president of operations of restaurant sales and strategies for microsystems. And in the far corner and certainly not last or least, she is last but not least, is Karen Sammon president of software solutions for PAR. So now it's time for us to find out what these technologies providers can tell us. So what I'd like to do is just start out with a brief introduction as to who you really are, uh what your company does and actually if you'd just take a moment and talk about how you got into the industry. Paul.

Paul Langenbalm:

Hi everyone, I'm Paul Langenbalm, I'm the president of Radiant systems, hospitality division. We deliver systems that help you maximize your operations, measure your business in real time, manage it centrally and market it to your customers and uh very happy to uh be here to support this important event and our industry and on behalf of our 1300 employees, our 150 partners that serve small businesses around the world and their 3000 employees just thank you for the opportunity to continue to serve the industry. Uh, I like a lot of people go into this industry by uh, by accident. I worked for one of our company's early customers. Uh, 15 years ago and decided that I had a passion for technology and called the founder of our company and asked him for a job. That's, that's my story.

Robert Grimes:

Great, Al.

Alan Little:

Alan Little, Nation's restaurant news. We try and strive to get as much operator case study reporting in the NRN and all its various vehicles such as NRN online, tech trends monthly newsletter. We do strive to make it almost exclusively case study operator to operator. We do

leave out some news about new features and new technology but we just found that the readership and the users prefer to hear from what their peers have to say about their experiences, so if you've got great case study news about a technology that is helping our operator or operation improve their business, improve their customer relationships, improve their employee management always love to hear from you at [ALITTLE@NRN.com](mailto:ALITTLE@NRN.com). Got into this business um through the daily news business but before I was in the daily news business I worked in restaurants from the time I was 14 form the time I was 21 and my last job was a general manager of Lawn Country Survivor at Irvine, California where I ran multiple food service operations catering and special events.

Robert Grimes:

Thank you, David.

David Matthews:

Uh, thanks for the invitation Rob. I think that one of the reasons Rob invited me was because he thought that the name Dave Matthews might draw some of you into the audience without telling you I was actually from the NRA, however having said that the NRA is pleased to be a part of this panel and we move forward and work on the four strategic imperatives that we've decided are the focus of NRA's initiatives over the next 5 years and those deal with jobs and career, food and healthy living, sustainability and social responsibility, and profitability and entrepreneurship. We see that technology plays a key role in all of those imperatives and I believe today you'll hear me listen more than you will talk. What we want is feedback from the industry so that we can then tell our initiatives and efforts to support technology and support the industry.

Edward Rothenberg:

Good morning I'm Ed Rothenberg with microsystems. I see a lot of familiar faces out there so I think you know who Micros is so I think I'll tell you a couple of things that you may not know about micros. In addition to being a leading supplier of technology to restaurants and hospitality we are also leading supplier of technology to educational institutions, colleges, everything from Cornell, Penn State, Rob's Alma matter, Delaware, college of Charleston. So we are putting our technology and our time out there for students and helping them learn about what technology can do for them as they move forward in their careers in the hospitality industry. Micros is also recently required several retail companies and we've got a lot of crossover in the industry from the retail folks and the technology that they provide to their users that we've been able to leverage in hospitality, specifically in the areas of web design, online ordering, that kind of thing as well as in the area of loss prevention where the retail folks have some really strong technologies for analyzing potential fraud opportunities within your restaurant. As an industry Micros is looking at the table service side of things. One of the things that you might not know is we feel really strongly about customer relationship management as a core part of our project strategy going forward we see its essential to online ordering, ordering via smartphone, as well

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