

you can
Canon

Projection
Solution
Restaurant

Compurants Ltd



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How do you create a world first,
interactive dining experience?



*“Canon’s leading technology
was fundamental to the launch
of our new, unique restaurant
concept.”*

*Noel Hunwick
Chief Operating Officer, Director, Compurants Ltd.*

inamo

A full service projection solution

The Customer

In September 2008, following three years of development, Danny Potter and Noel Hunwick, two entrepreneurs who met at Oxford University, launched Inamo – an Oriental fusion restaurant with an innovative technological design.

Inamo gives diners control of the dining experience via an innovative interactive system. Using a touch pad, customers are able to explore a menu projected onto their table. The diners can view the illustrated menu and send their order directly to the kitchen via the interactive ordering system. Diners can also select the 'Chef Cam' and watch live footage of their food being prepared. The surface can be personalized using different patterns, images and themes. Diners can also use the interface to view and arrange transport by referencing maps of the London underground, or even book a taxi through the system.

The Challenge

Following initial testing it was decided that the best solution would be to project images directly onto the table top. Customers can interact with the projection using a touch panel that is located in the corner of the table.

However, using projectors also presented various problems. Of upmost importance was the quality of image and resolution over a short focal distance; the customer would have to experience a high quality projection. Equally the installation of the projectors would have to take air-flow into consideration to ensure they did not overheat. The ongoing maintenance of the solution was also a major consideration.

An ambitious project such as this had not been tried anywhere before. To guarantee a successful restaurant launch, and profitable business, Inamo would need to rely on the experience of its chosen projection technology provider.

The Solution

Canon began working with Inamo 16 months prior to the launch of the restaurant, in order to develop and deploy the most successful solution.

From the outset the Canon XEED SX60 was identified as the right projector, as it is unrivalled in its ability to display a high-resolution image over a short focal range. The XEED SX60 offers SXGA+ resolution and LCOS technology for near seamless images, plus a 1.7 wide-angle zoom lens. In addition, its near-silent operation made it the ideal choice. The projector was also chosen for its ability to self-configure and adapt to the surroundings. Although the interior design minimised ambient lighting, via tinted glass in the windows, it was beneficial that the projectors could react to changes in texture on the tabletop. The projectors were mounted in custom made 'pods' that allowed air to flow freely and prevent overheating.

Canon provided 31 projectors (and an additional spare) to service each table in the restaurant.

Inamo has filed international patent applications to protect its innovative work.

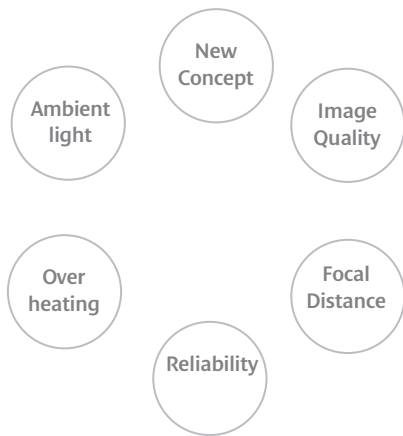


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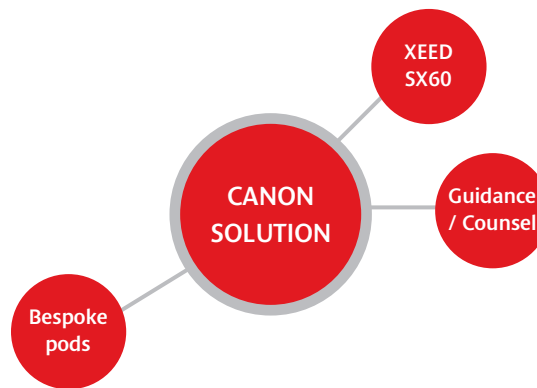


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Before



After



The Benefits

The ability to work closely with Canon on the development of the project ensured the restaurant enjoyed a successful opening. Customers needed to be impressed by the concept, and the quality of the table projections, in order to return. In the first four months approximately 13,000 customers have eaten at Inamo. The restaurant averages close to a couple of hundred customers a day in the 62 seat restaurant. There have been around 300 pieces of press coverage, since the restaurant opened.

- ▮ Consultation throughout R&D
- ▮ A successful launch
- ▮ A reliable solution
- ▮ 13,000 customers in first four months
- ▮ 300 pieces of press coverage

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The Canon approach

Canon offered a full service projection solution, from the concept to the delivery of this unique dining experience. The combination of Canon’s leading technology with the opportunity to offer consultation throughout the development contributed to a very successful launch.

Please find more information on the products at:
http://www.canon-europe.com/For_Home/Product_Finder/Multimedia_Projectors/ceed/index.asp

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understand your needs.

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