

Canon helps
inamo to
create the
perfect fusion
of technology
and service.

you can



Company	inamo™ E-Table™
Founded Location	2008 London, UK
Services	Compurants Ltd is the company behind E-Table™, a range of patented interactive restaurant ordering solutions using projection technology in use at London pan-Asian fusion restaurants inamo™ & inamo st james™
Website	www.e-table-interactive.com

inamo™ is a pioneering London restaurant which uses a high-tech ordering system to put diners in control of their experience. The first inamo launched in Soho in 2008 and following huge success, a second central London restaurant inamo st james™ was launched in December 2010.

“We value Canon’s experience greatly and have found them to be a helpful and capable partner who have gone out of their way to help to ensure our on-going success.”

Mark Boyle, Sales Director at Compurants,
parent company of inamo

inamo’s innovative ordering system has been developed by technology company Compurants, in collaboration with hardware manufacturers and software developers. Canon has been a Compurants partner since 2007 and in 2010 over 90 Canon XEED projectors were installed at inamo st james. The projectors are part of inamo’s proprietary E-Table™ solution, which lets diners order their meal, choose a digital table cloth, watch a kitchen ‘ChefCam,’ and even order a taxi home, all through a projected display on their table.

Compurants founders Noel Hunwick and Danny Potter came together upon the E-Table concept while out for dinner and unable to get the attention of their waiter. Frustrated by having to wait to be approached, Hunwick and Potter discussed the idea of an interactive menu, which diners could use to make requests at their own pace.

Canon

“We have a really good working relationship with Canon. Designing E-Table was an ambitious project which hadn't been tried anywhere before and Canon's technology was fundamental to our successful launch. In two years of almost constant use, our ordering system has been incredibly reliable and robust.”

Mark Boyle, Sales Director at Compurants, parent company of inamo

E-Table incorporates a proprietary waterproof Bluetooth touch panel, a special table top, and a projector and computer, which are housed in a specially built pod in the ceiling above. Diners make choices simply by selecting images projected on to the table. This information is sent to the system which drives the interactivity applications, communicates with the system's central server and drives printers in the kitchen and at the bar.

Using projection gives the E-Table great flexibility; “Projection means that it's very easy to change content,” explains Mark Boyle, Sales Director at Compurants. “We can literally change everything about the table top in an instant. For example, we can switch seamlessly from projecting a table cloth with a defined eating area, to projecting simple games on to the table, web cam footage from the kitchen, an interactive map of the local area or even short films.”

However, using projectors presented various challenges. Of utmost importance is the quality of image and resolution over a short focal distance, so that the customer experiences a high-quality projection. The installation of the projectors needed to take airflow into consideration and the ongoing maintenance of the solution was also a major factor in choosing the product.

As Compurant's preferred projector supplier, Canon works closely with Compurants. Canon provided 31 projectors for inamo's first restaurant in Soho, and in December 2010 provided over 90 Canon XEED SX7, SX6 and SX60 projectors for inamo st james. There is also a plan to install more in a new solution for circular tables.

“We have a really good working relationship with Canon,” explains Boyle. “Designing E-Table was an ambitious project which hadn't been tried anywhere before and Canon's technology was fundamental to our successful launch. In two years of almost constant use, our ordering system has been incredibly reliable and robust.”

inamo st james uses Canon XEED projectors due to their unrivalled ability to display high-resolution images over a short focal range. All three XEED models offer SXGA+ resolution and LCOS technology for near seamless images, plus a 1.7 wide-angle zoom lens.

The models were chosen for their ability to self-configure and adapt to their surroundings. As an example, the higher lumen SX7 projectors are used near the windows at inamo st james to deliver sharp projections even in high levels of natural light.

Ease-of-use and reliability were also key factors in choosing the XEED range. inamo is open for 12 hours a day, seven days a week, with the projectors in constant use. It is therefore essential that the projectors are easy to maintain.

“The pods are designed to give easy access to the projectors; they can be pulled down on a spring mechanism for preventive maintenance such as cleaning the lens or changing lamps.”

Compurants estimates that the E-Table system can help to increase the numbers of covers served by 10% or more. As well as creating a more interactive diner experience, it promotes higher turnaround as customers order and request their bills more quickly. The novelty and high customer satisfaction results in repeat bookings and word of mouth recommendations. In fact, Time Out London readers voted inamo Best Restaurant in a ‘Best of London: Reader's Decide’ feature in 2010.

As well as expansion with inamo st james, the company has just completed its first deal outside the UK, licensing the technology to the new Izkaya restaurant in Rotterdam, and is discussing licensing its proprietary system to other restaurants across the globe.

www.e-table-interactive.com