
Interactive Menu Technologies

15 Research Drive
Ann Arbor, MI 48103
(734) 369-6572

Welcome to MenuVative®

We're so glad to have you join the MenuVative® platform to present your menu to its full potential. This sheet details everything that lmenutech needs to setup your menus and provide a turn key solution as quickly as possible.

Hardware and/or Hardware Payment

If you are purchasing your digital menu hardware from us, we require payment or completed financing with an approved company for your hardware prior to design and setup initiation. If you are purchasing your own hardware and would like us to load your equipment for you, you must ship the hardware to us prior to design and setup initiation.

Menus

Please provide all content that will be on your digital menus. This may or may not include:

- Food menus
- Drink menus, beer and/or wine lists
- Features and/or Specials menus
- Any promotional content (i.e. flyers, table tents)

Please include pricing and detailed descriptions of your food and cocktails (beer, wine, and liquor descriptions are not necessary). Better descriptions of your food than you are currently presenting with your paper menu is **STRONGLY** encouraged as it positively impacts sales. If you have different menu service periods that require scheduling, please provide details of that schedule.

Photography & Brand Art

Food and Cocktail photos are an essential part of a digital menu. It is the biggest difference from your paper menu and it is the most important factor in increasing sales. Please provide the following. If you are not hiring a professional photographer, ask us for our photography tips handout.

Food and Drink Photos should be.....

- Landscape aspect (wide not tall)
- JPEG format
- Cropped to 720x480 (preferred) or sent in 4:3 or 16:9 aspect ratio for us to crop for you

Please provide us any digital brand artwork that can be used to build the look and feel of your menu pages (i.e. logos, menu graphics, color preferences, etc.)

DO NOT EMAIL YOUR PHOTOGRAPHY AND ARTWORK TO US. Instead, place all of the above content in a folder and use a file sharing site like Google Drive, Dropbox, etc. to share a link to the folder with us.

Connectivity

We recommend a dedicated wifi network. If possible, the easiest method is to create a network with the SSID: “Imenutech” and, the security type: WPA2, and the password “menuvation” . The SSID is case specific so you must create those names exactly as they appear above. If you wish to use your own network, please provide the following:

- The wifi network SSID (case sensitive)
- The network encryption type (ie WEP, WPA/WPA2 PSK, etc)
- The wifi network password (case sensitive)

Website Admin Access or Webmaster Contact Information

If you will be using MenuVative’s web embed ability, please send us the contact information for your webmaster or provide us with temporary admin access to your website to implement the iframe menu embed.

Create Your Personal Username(s) / Password(s)

Anyone who will editing/maintaining your digital menu needs a personal username/password. Simply go to <https://app.menuvative.com/> and click the red “CREATE ACCOUNT” button. Do NOT create a shared profile. Every user should create their own username/password and use a personal email address, not a work email address. This allows for individual user accountability the ability to easily add, remove, or edit the permissions of specific users.

Watch the Training Videos

We like to say it takes 2 hours to learn and 2 weeks to master the MenuVative platform. You can watch all of our short video tutorials and a comprehensive 2 hour training video on our support page at <https://imenutech.com/support/>

Support

Call Imenutech at (734) 369-6572 for any questions about providing the above referenced material. You can also email us at support@imenutech.com with after hours questions.