



**MEDIAWORKS**

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# Knowing the Products

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# MW:APP

# Platform – All in one solution



## Point of Sale

- Browser-based
- Supports any QSR operating model
- Table Service
- Integrated support for mobile and web ordering
- Delivery
- Flexible GUI
- Kitchen Production System
- Customer-facing Order Display
- Self-ordering kiosk

## Integrated Back Office

- Inventory control
- Food Cost Management
- Labor Scheduling
- Cash management
- Reports and Alerts

## Centralized Data management

- Configuration, Deployment and Application Support

# MW:POS

Our Point Of Sale.

Sales data is uploaded to the cloud in real time, allowing you to keep track of your business wherever you are.

Software architecture built for stability and reliability so that your store doesn't stop; at the same time, it's flexible to fit your needs:

- In-store client has all the necessary components to run the store and maintain offline mode seamlessly
- Based on the proprietary MW:App framework
- Front counter, drive-thru, mobile order taking
- Handles high volume stores
- Multi-language, multi-currency
- Includes kitchen display system
- Customer order display
- Self ordering kiosk
- Cashless integrations

The screenshot displays the MW:POS interface. On the left, a menu grid is organized into categories: INICIO, DULCERIA, COFFEE TREE, PEDIDOS DT, and PAGO. The DULCERIA section includes sub-categories like COMBOS, BEBIDAS, POSTRES, SNACKS, ALIMENTOS, BAGUIS, CERVEZAS, COCTELERÍA, BAR, VINOS/OTROS, and SUSHI. The main menu area shows various crepe options such as 'COMBO CHURRO C/CAPUCCINO', 'CREPAS DULCES', 'CREPAS PREMIUM', and 'CREPAS SALADAS'. On the right, a detailed order summary for ID 1655 is shown, listing items like '1 Mix Granel', 'Mango Enchilado', and 'Tiras acidas'. It also includes performance metrics like '#Transacciones', 'Tiempo Promedio', and 'Ticket Promedio'.

This screenshot shows a different view of the MW:POS interface, likely a customer-facing menu. It features a header 'ESCOLHA SEU LANCHE' and a grid of burger options such as 'CAJUN BACON', 'CHICKEN BBC', 'CREAM ORLEANS', 'DOUBLE CHEDDAR', 'LOUISIANA SOUL', 'MUFFALLETA', 'NEW MISTO', 'POP CHICKEN', and 'TOASTED NOLA'. A 'Menu Pedido' section on the right shows a list of items being ordered, including '1 BALDE 8 FL OZ/6 ACOMPÁÑIA BEB', '2 ARROZ BRANCO GRANDE', and '1 FRITAS CAJUN GRANDE'. The total amount is displayed as R\$ 122,60.

This screenshot displays the MW:POS interface with a dashboard and a detailed order summary. The dashboard at the top includes sections for 'DASHBOARD', 'TABLE/CUSTOMER', 'ORDER', 'PAYMENT', and 'MANAGER'. Below this, there are categories for 'FOOD', 'JUICES, SMOOTHIES, BOTTLES', 'BREAKFAST & BULK', 'LATTES AND TEA', and 'GIFT CARDS'. The main area shows a grid of drink options like 'Love Child', 'MixtUp Smoothie', 'P&B Keto Shake', 'Coconut', 'Elvis', 'Bee Well', 'Pineapple Draft', 'Ginger Draft', 'Blissberry Draft', 'Hopped Draft', and 'Grape Draft'. A detailed order summary on the left shows items like '1 Rainbow Harvest', '1 Avocado Sol', '1 Curry Cauliflower', '1 MixtUp Smoothie', and '1 Pitaya Bowl', with a subtotal of \$ 45.00.

Caption



# POS UI – MAIN FEATURES

- Highly customizable, different skins such

as

- Dark/clean modes
- Brand-customized
- Context driven: functions, buttons and pop ups are only displayed when necessary
  - Allows guiding the user through the ordering process, requiring minimal training and reducing clicks

- Media support (button images, videos for Kiosk etc.)

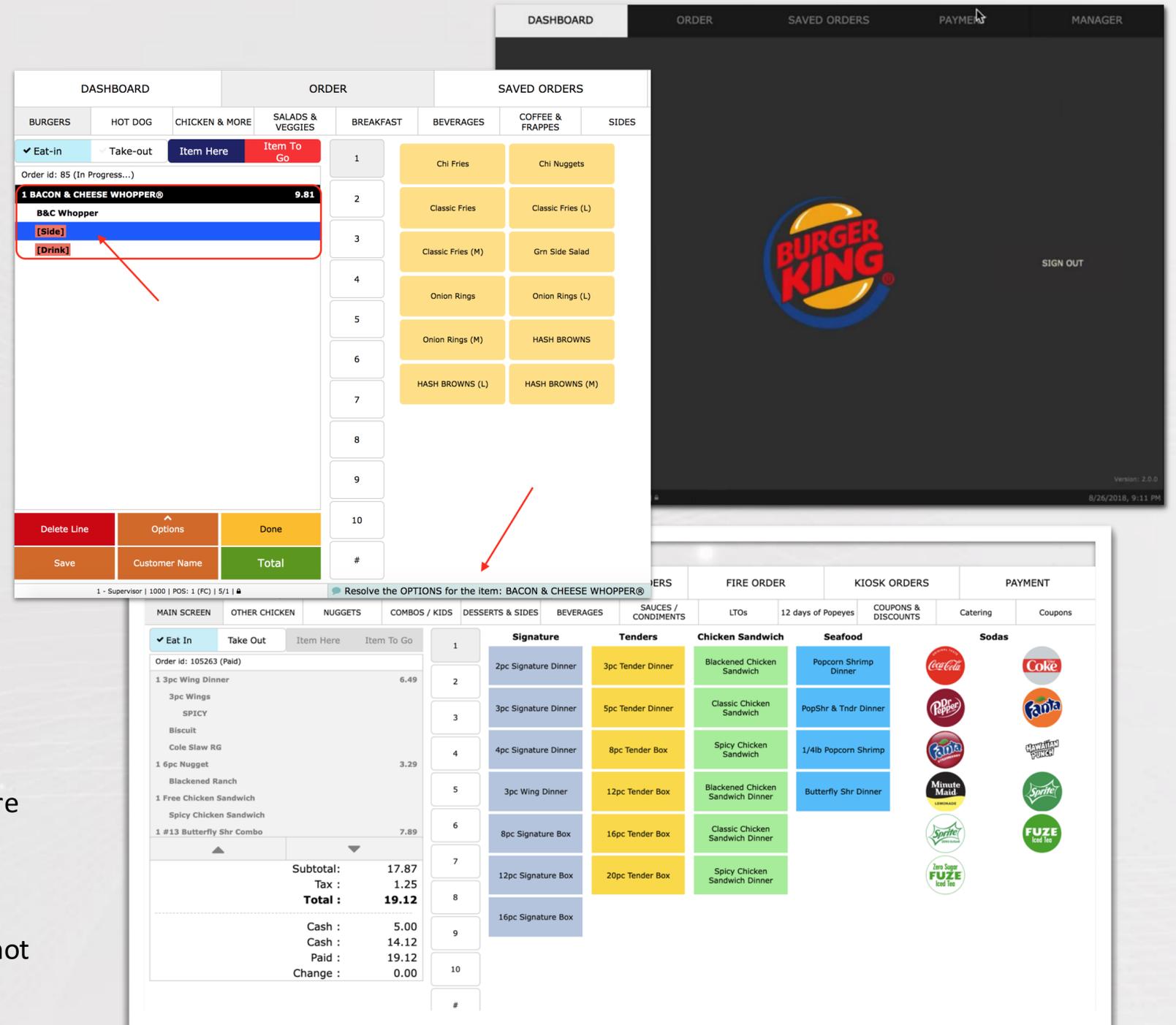
- Layout changes on the fly: skins, languages and screen components position

- Ability to handle multiple

sales types

- Support for item recipe modifications, special instructions and tagging
- Search feature, including barcode and price lookup
- Operator metrics dashboard
- Automatic and intuitive selection workflow for options (either mandatory or not)

- Free text on selection placeholders Placeholders are kept on screen until all selections are made
- Prevents user from moving forward in case a mandatory option is not fulfilled

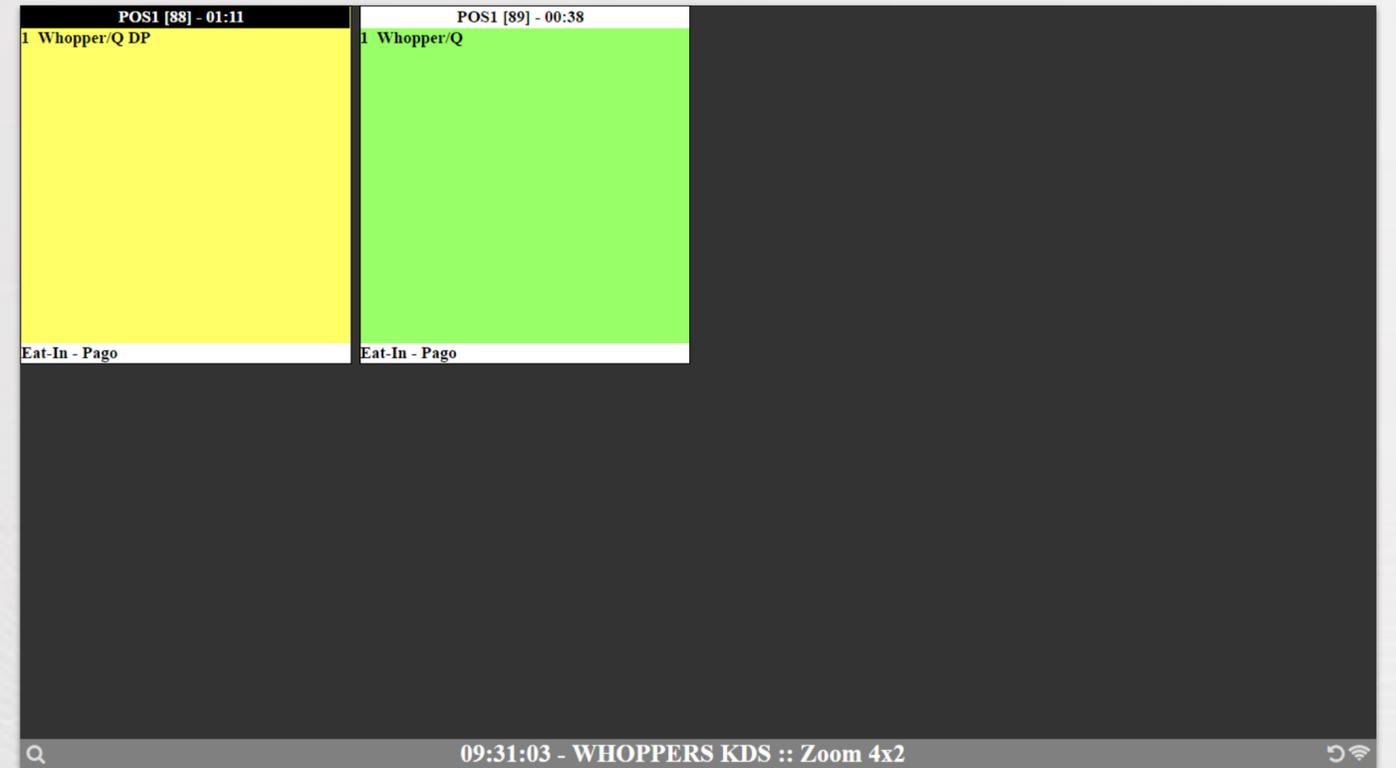




# KITCHEN MONITORS

## Our Kitchen Display System

- Fully integrated with MW:POS
- Flexibility to match any kitchen layout
  - Multiple production lines maps kitchen stations
  - Each line can have different sides to improve efficiency
  - Production balance between sides
- Color-coding/symbol status highlight
- Different layouts to match different operations
  - Ticket or Prep screen views
- Bumping & Tagging features
- Support to kitchen most common devices:
  - Printers
  - Bump bars



Status	#	Order	Table	Zone	Time	Qty	Item
	1	24	10	6		1	BONELESS BUFFALO WINGS GEN
	2	24	10	6		1	MOLHO BBQ
➔	3	24	10	6	00:15	1	BRAZILIAN PICANHA
	4	24	10	6		1	MAL PASSADO
	5	24	10	6		1	PARMESAN TOPPING
	6	24	10	6		1	BATATA RUSTICA
	7	24	10	6		1	GARLIC MASHED POTATO

# ONLINE ORDERING PICK UP and DELIVERY

- Supported via robust API
  - Orders are sent and confirmed via standard API
  - Menu is exported via API to the 3<sup>rd</sup> parties
  - Supports tip, delivery surcharges, item customization (removing or adding ingredients)
  - Written order level and item level special instructions
  - Stockout support
  - Orders are sent directly to the kitchen system and/or printers with distinct order types
  - Accounted separately in system as a distinct channel for accounting and reporting purposes.
- Delivery – 3<sup>rd</sup> party integration to Doordash (US), UberEats, GrubHub (US), Menu App, Deliverect
- Open API available for other 3<sup>rd</sup> party integrations as well. Simple and fast.

Uber Eats



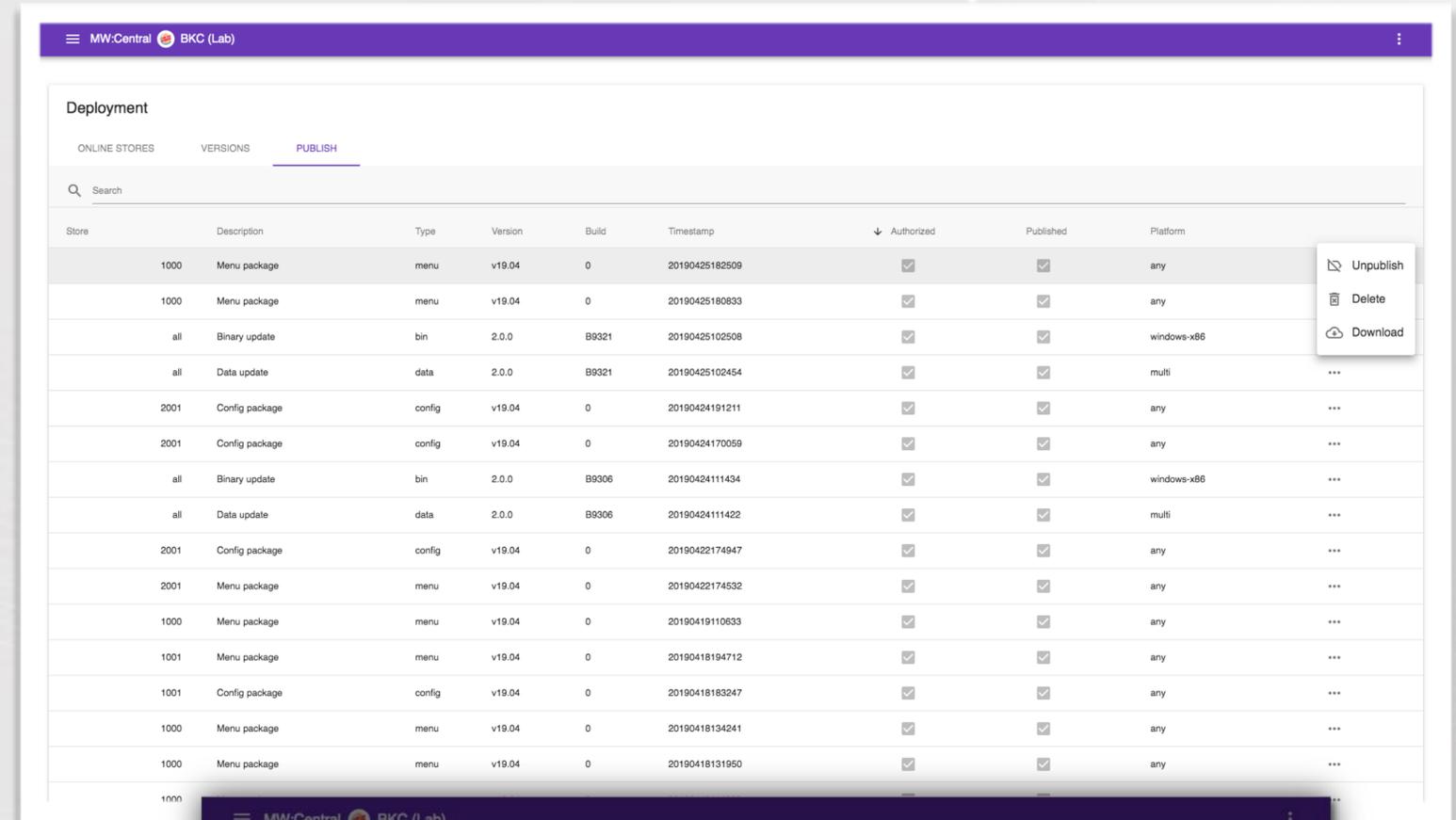
deliverect

DOORDASH

# MW:CENTRAL

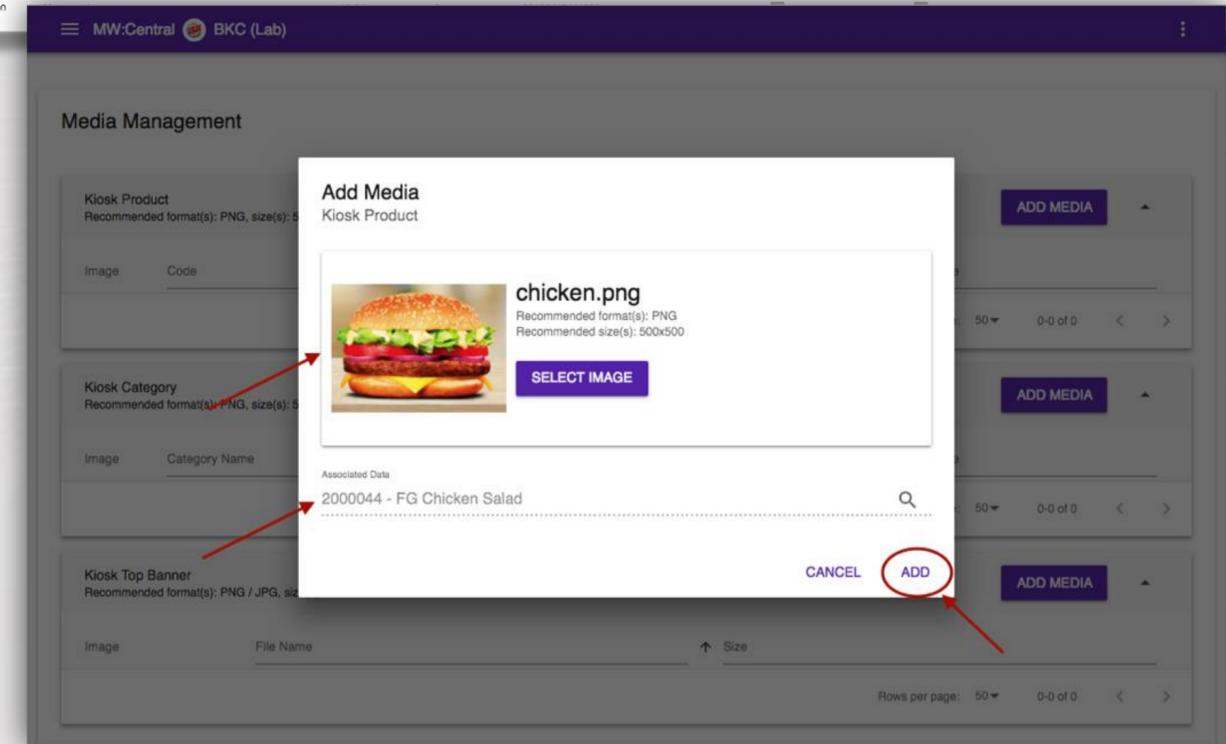
Our centralized menu and deployment management tool

- Central configuration tool for MW:POS
- Company-hierarchy, manages all company stores
- Controls POS menus, tender types, currencies
- Has APIs to receive digital orders from 3<sup>rd</sup> parties, such as DoorDash and Uber Eats
- Distributes packages for automated updates sent to the stores (binary updates, menu, configuration)
- Built over Google App Engine APIs and a non relational database



The screenshot shows the 'Deployment' section of the MW:Central interface. It features a search bar and a table with columns for Store, Description, Type, Version, Build, Timestamp, Authorized, Published, and Platform. A context menu is open over the first row, showing options for Unpublish, Delete, and Download.

Store	Description	Type	Version	Build	Timestamp	Authorized	Published	Platform	
1000	Menu package	menu	v19.04	0	20190425182509	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	any	Unpublish
1000	Menu package	menu	v19.04	0	20190425180833	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	any	Delete
all	Binary update	bin	2.0.0	B9321	20190425102508	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	windows-x86	Download
all	Data update	data	2.0.0	B9321	20190425102454	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	multi	...
2001	Config package	config	v19.04	0	20190424191211	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	any	...
2001	Config package	config	v19.04	0	20190424170059	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	any	...
all	Binary update	bin	2.0.0	B9306	20190424111434	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	windows-x86	...
all	Data update	data	2.0.0	B9306	20190424111422	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	multi	...
2001	Config package	config	v19.04	0	20190422174947	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	any	...
2001	Menu package	menu	v19.04	0	20190422174532	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	any	...
1000	Menu package	menu	v19.04	0	20190419110633	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	any	...
1001	Menu package	menu	v19.04	0	20190418194712	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	any	...
1001	Config package	config	v19.04	0	20190418183247	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	any	...
1000	Menu package	menu	v19.04	0	20190418134241	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	any	...
1000	Menu package	menu	v19.04	0	20190418131950	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	any	...
1000									



# MENU MANAGEMENT

- Cloud based menu maintenance and configuration
- Product types:
  - Regular
  - Coupon
  - Combos
  - Options
- Make and send changes to your catalog for one, several or all your stores whenever you need, from wherever you are

MW:Central BKC (Lab)

You are currently in the edition stage.  
Toggle to production records.

REVERT CHANGES

Products (edition stage) + NEW PRODUCT

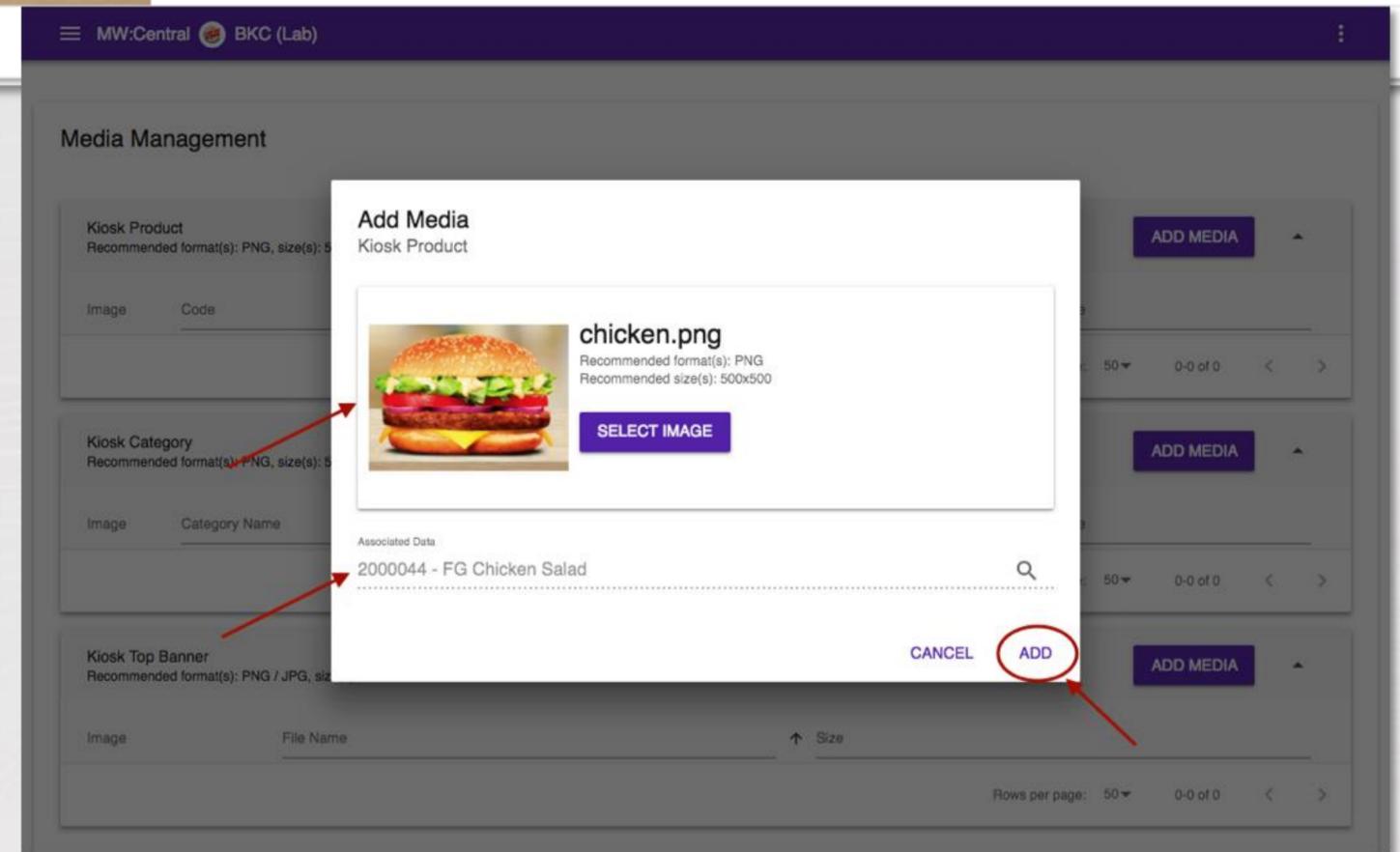
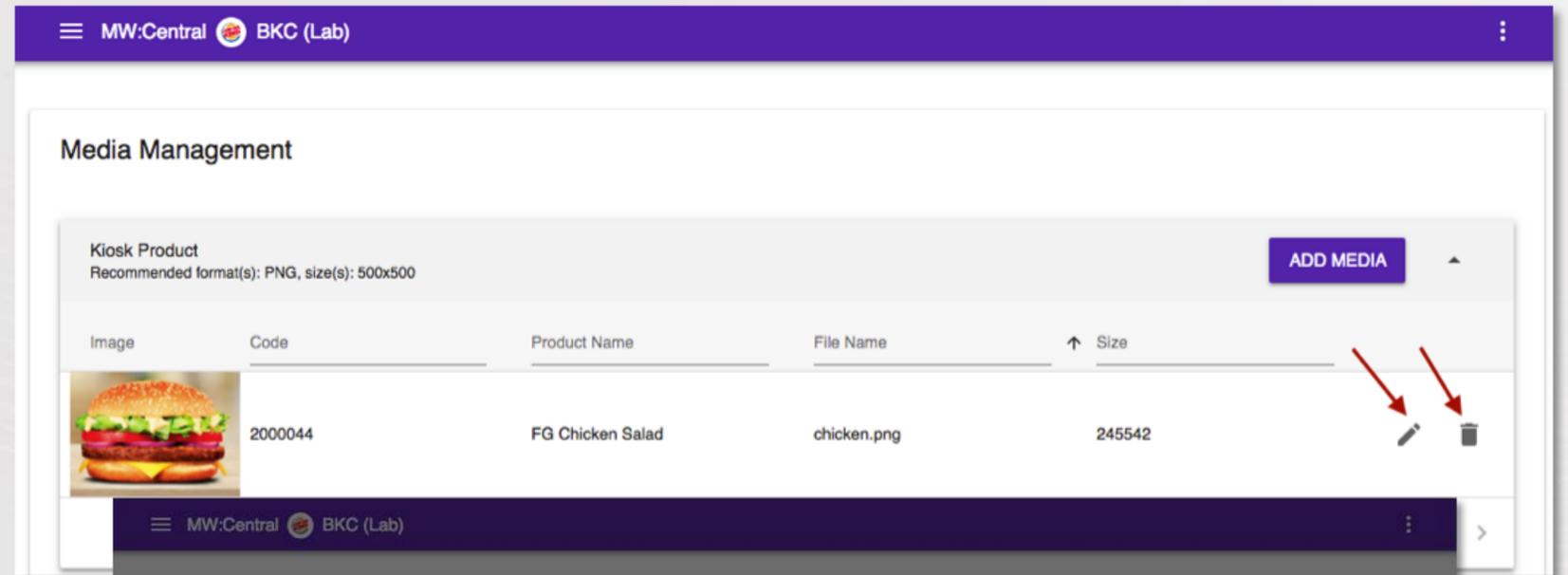
ALL REGULAR OPTION COMBO MENU COUPON

Search

Code	Type	Name	Category	Subcategory		
3000001	Regular	Alaskan Fish Patty			✎	📄
3000002	Regular	American Cheese			✎	📄
3000003	Regular	Angriest Bun			✎	📄
3000004	Regular	Angry Onions			✎	📄
3000005	Regular	Apple Cider Vinaigrette Dressing			✎	📄
3000006	Regular	Apple Juice			✎	📄
3000007	Regular	Applesauce			✎	📄
2000007	Regular	B Cburger			✎	📄
2000005	Regular	B&C Whopper			✎	📄
3000009	Regular	BBQ Dipping Sauce			✎	📄
3000010	Regular	BBQ Sauce			✎	📄
2000009	Regular	BD Cburger			✎	📄
2000010	Regular	BE & CBiscuit			✎	📄
2000011	Regular	BE & CCroissant			✎	📄

# MEDIA MANAGEMENT

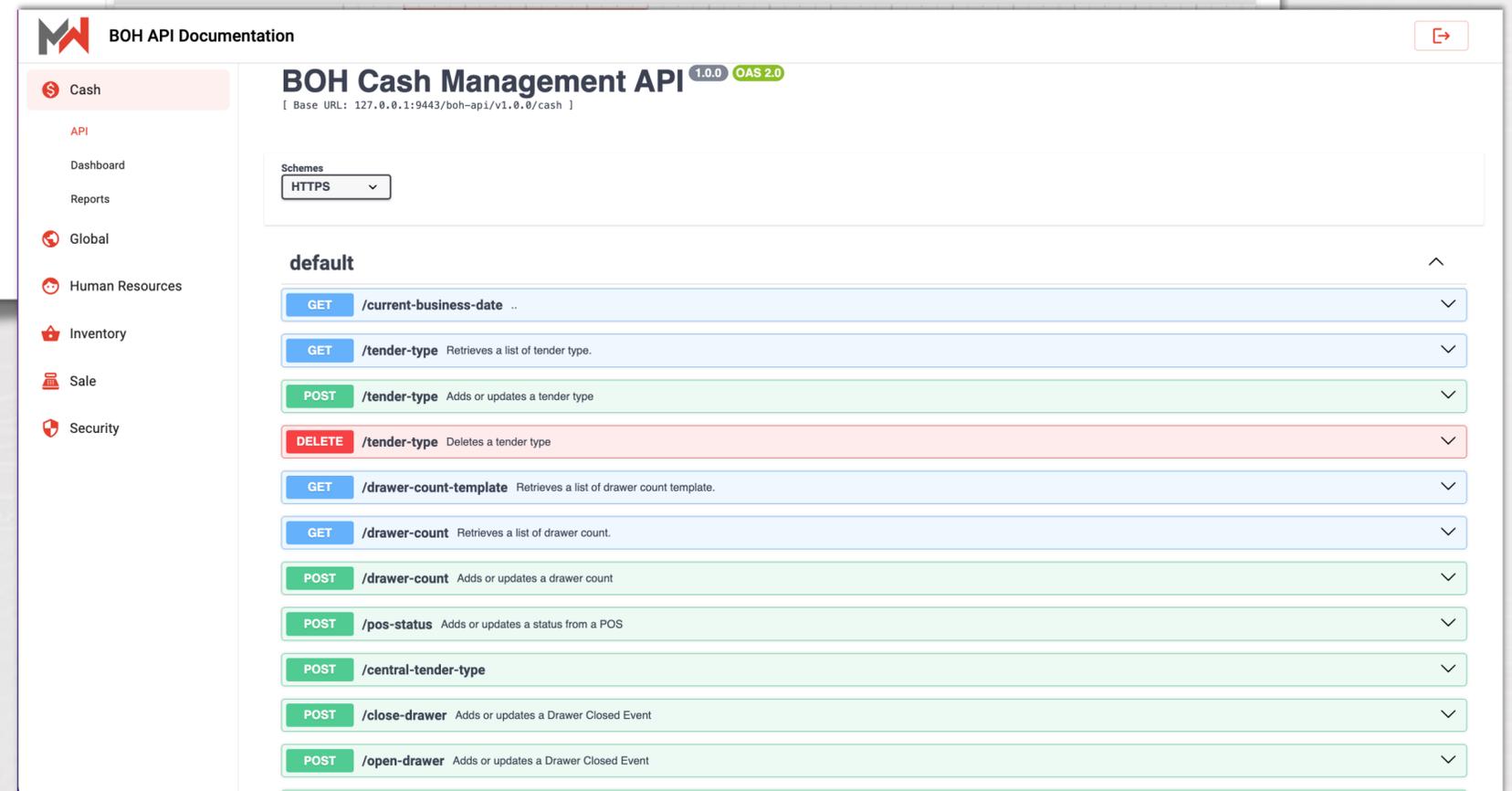
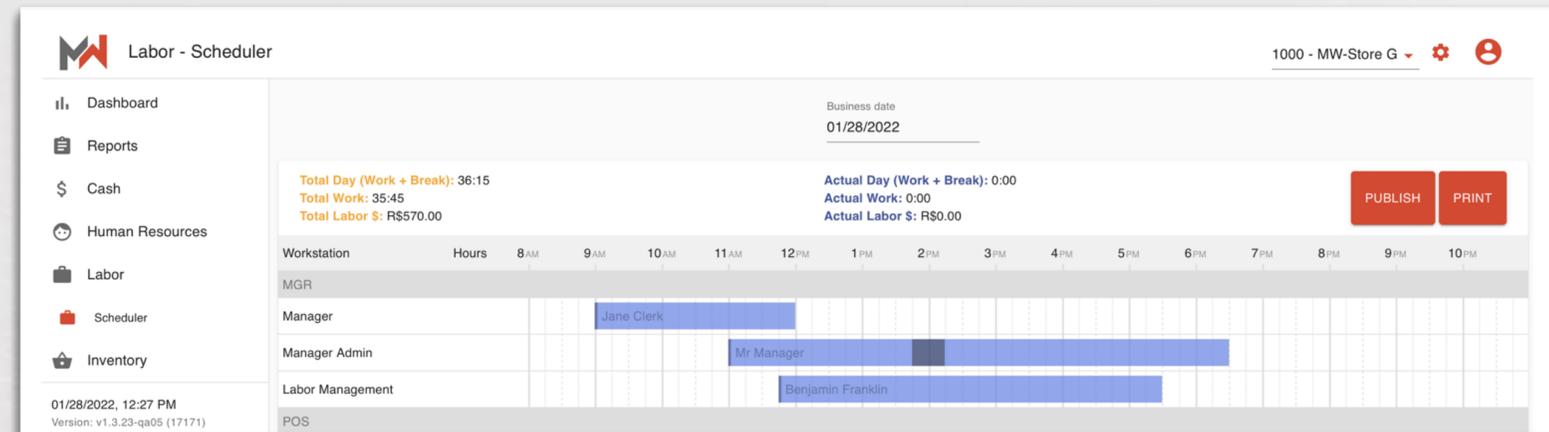
- Upload images and other contents to the media bank to be used by the system to feed different displays in the restaurants, such as POS, self-ordering kiosks, digital menu boards and so on
- Associate specific data to each media file



# MW:BOH

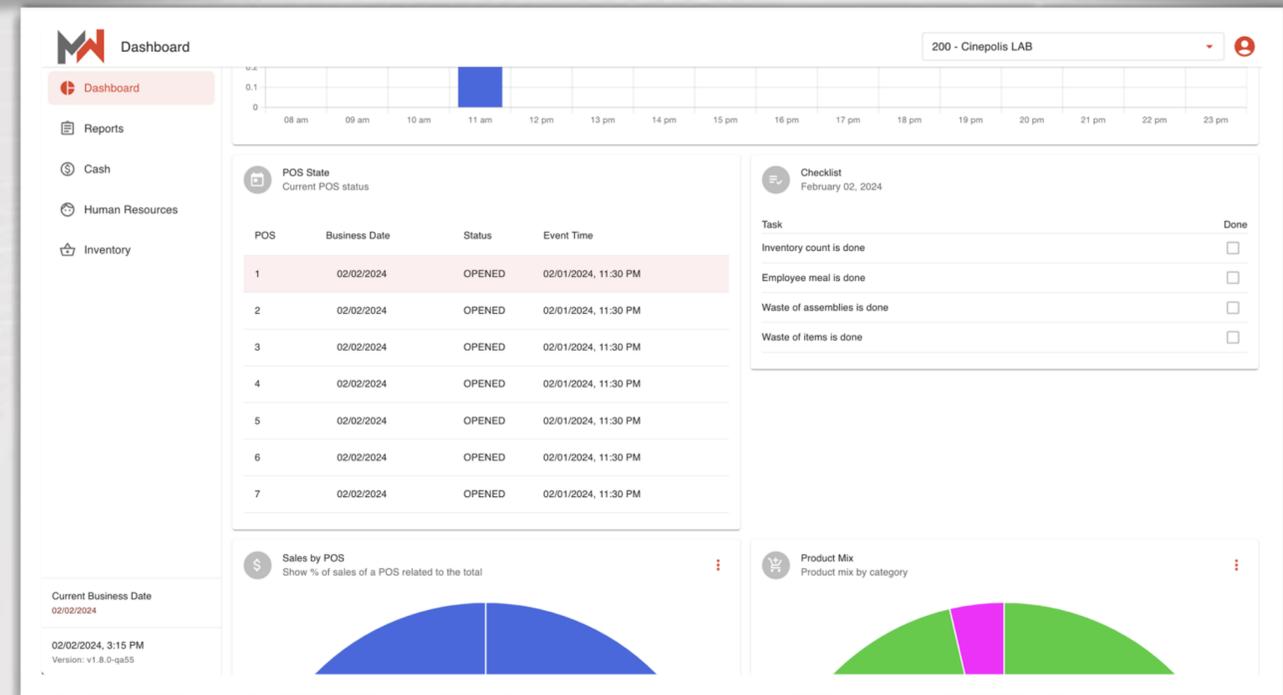
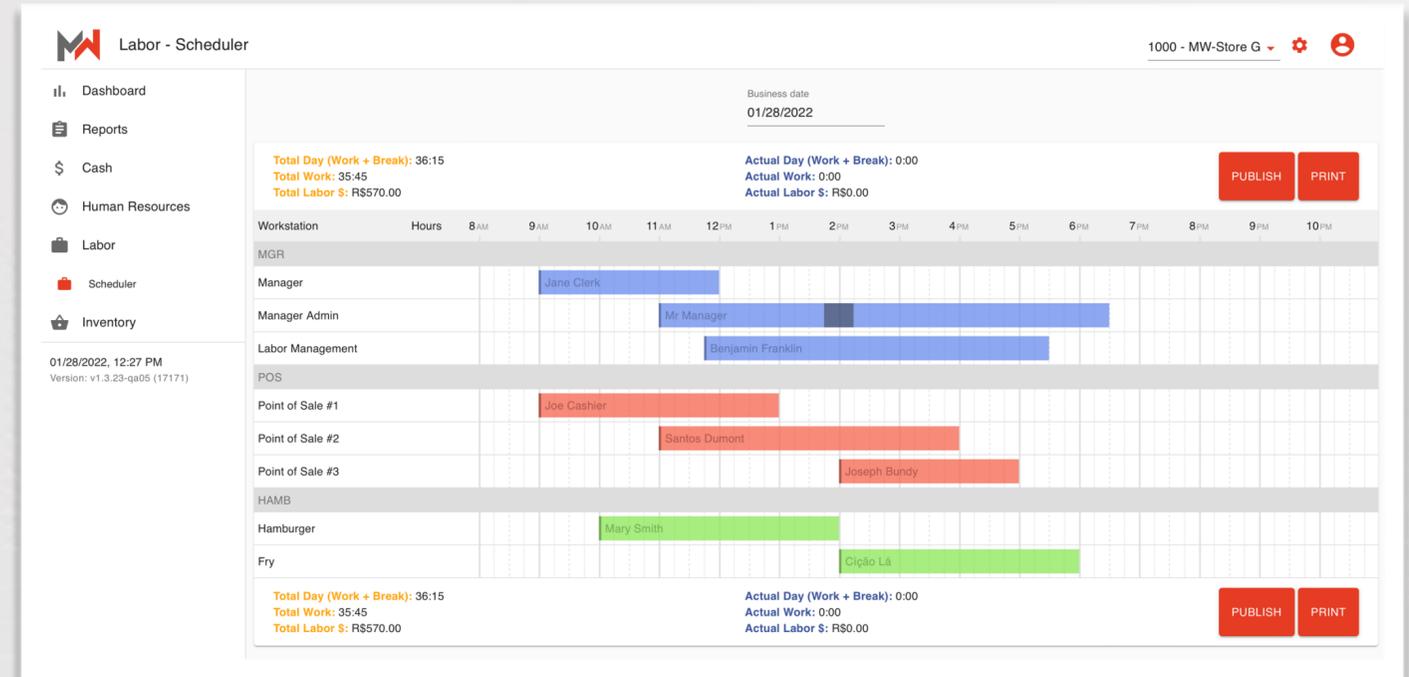
Our back of the house tool

- Back-office system with Inventory, Ordering, Labor Management, Accounting, Cash Control, Reports and Dashboards
- Runs in a VM or a container in the cloud (AWS with RDS for database replication recommended, but not mandatory)
- Component example: Swagger API component, scheduler component, persistence component for Postgres



# MW:BOH MAIN MODULES

- Admin (Above-Store level)
  - Customizable: organize the information you want to have in your own back-office system
- Inventory management
  - Count what you need when you need; organize your count according to your storage spaces for speed and generate reports that show the variation between the actual and theoretical ingredient usage
- Labor & Employee Management
- Create schedules for your team specifying their daily tasks, respecting the limits of available hours in their contracts

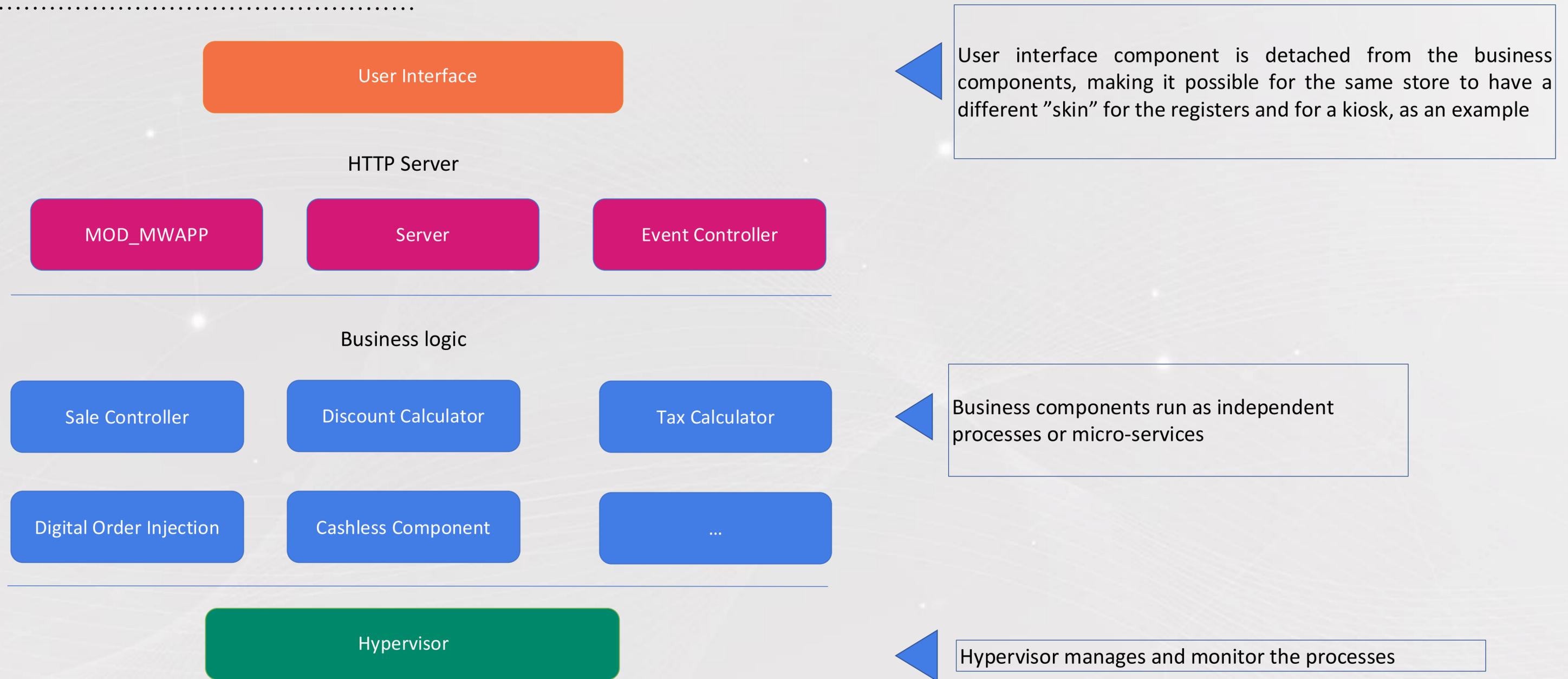


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# MW:APP Technical Information

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# MW:APP ARCHITECTURE DIAGRAM



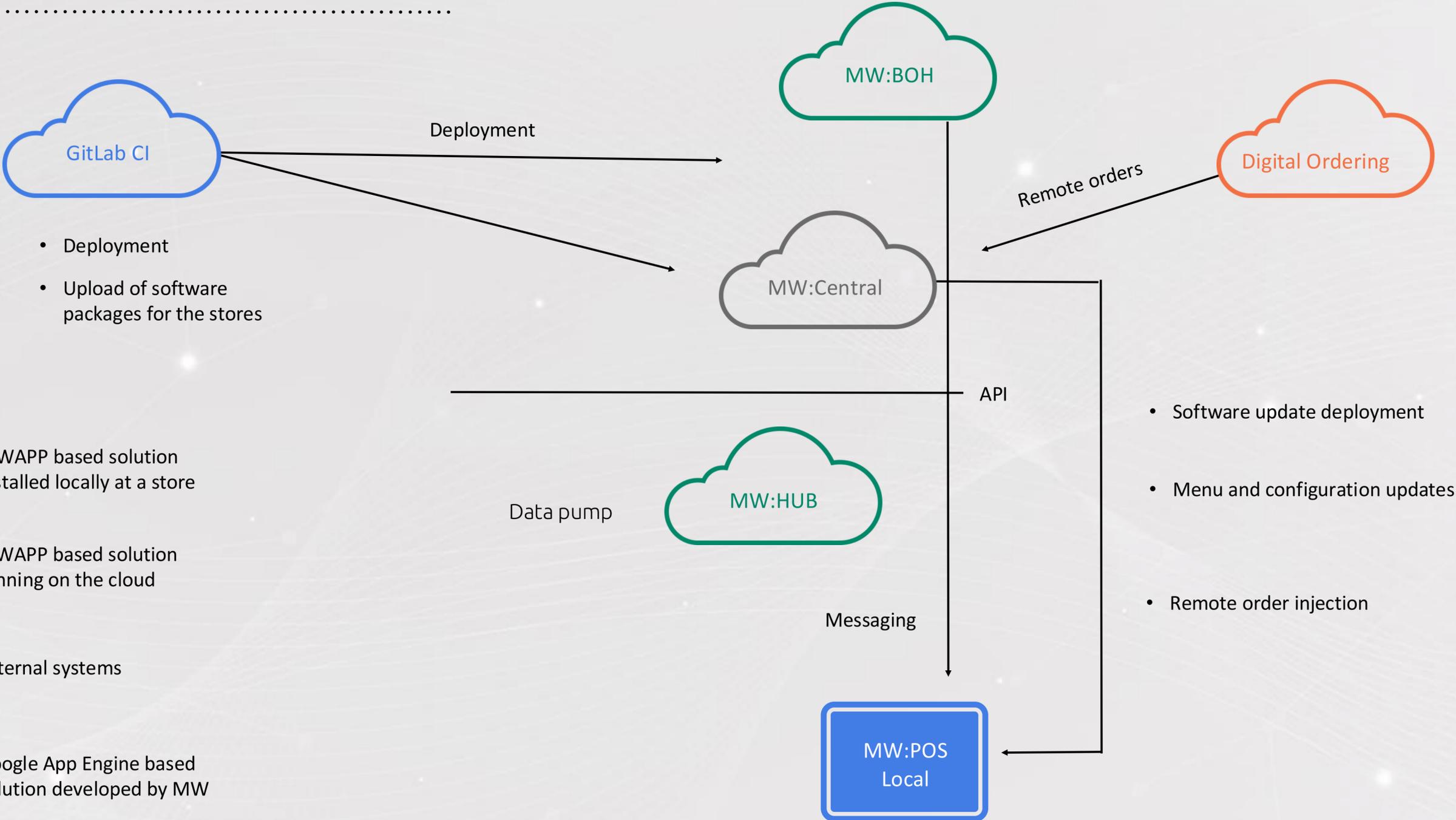
# MW:APP SOLUTIONS - Cloud and local

- All MWAPP solutions use the basic MWAPP infrastructure as seen on the Anatomy diagram: Hypervisor + HTTP Server + Business Logic Components + User Interface (the UI may not be necessary in some cases)
- Only the components that are relevant to each solution are present at each instance
- For the POS installations, all order taking, payments, tax calculation, local integration components are present
- For the cloud side, the API management component, database and UI components are the ones present



# MW:APP

# SOLUTIONS - Cloud and local



- Deployment
- Upload of software packages for the stores

 MWAPP based solution installed locally at a store

 MWAPP based solution running on the cloud

 External systems

 Google App Engine based solution developed by MW

- Software update deployment
- Menu and configuration updates
- Remote order injection

# OFFLINE CAPABILITIES

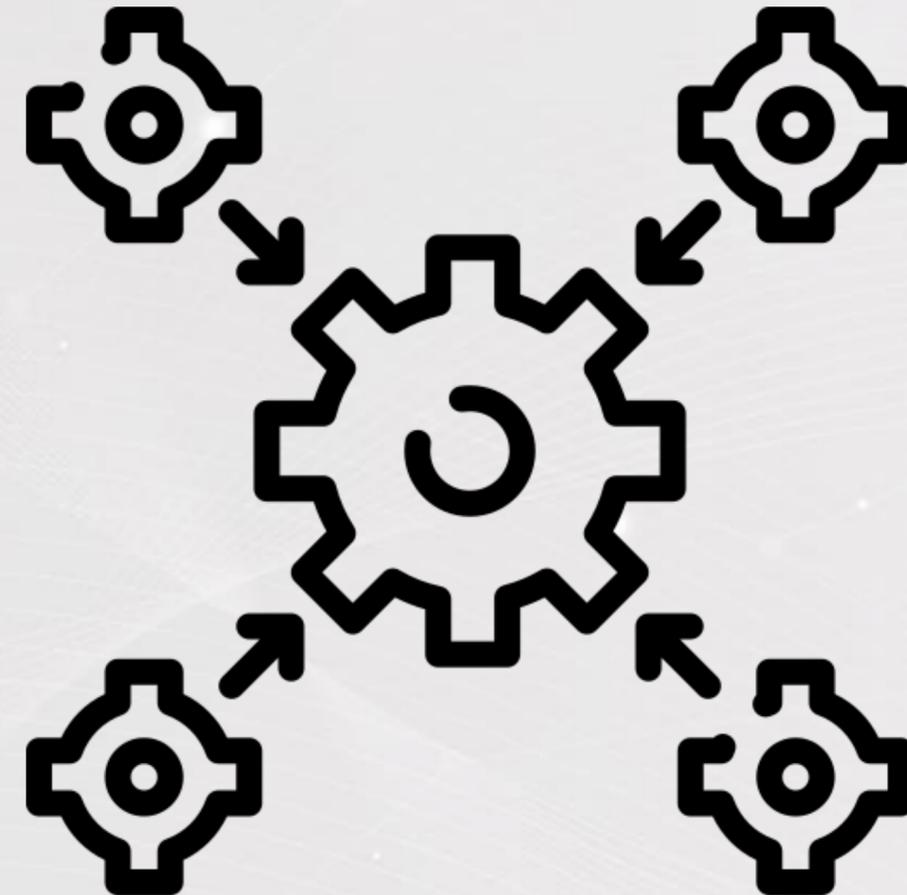
- Full order taking/kitchen systems available
- All data is persisted locally
- Real-time data sync to the cloud resumes automatically once the internet connectivity resumes
- Internal queue (audit logger) controls the data sync so that it resumes from the point it stopped
- Services that are not available in offline mode are:
  - Digital orders (external orders originating outside location)
  - Remote updates
  - Real-time data sync
  - Real-time monitoring
  - Cashless payments (supported if payment gateway/processor supports store and forward)



# INTEGRATIONS

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- EASY TO ADOPT, EASY TO INTEGRATE
  - Product architecture that allows for easy & fast customization
  - Easy to integrate with other systems and applications
  - Both sides: integrate with us / we integrate with you
  - Includes standard integrations: payment, DMB, online ordering etc.
  - Market specific requirements (fiscal, governmental etc.) can be implemented as components
    - Reuse capabilities



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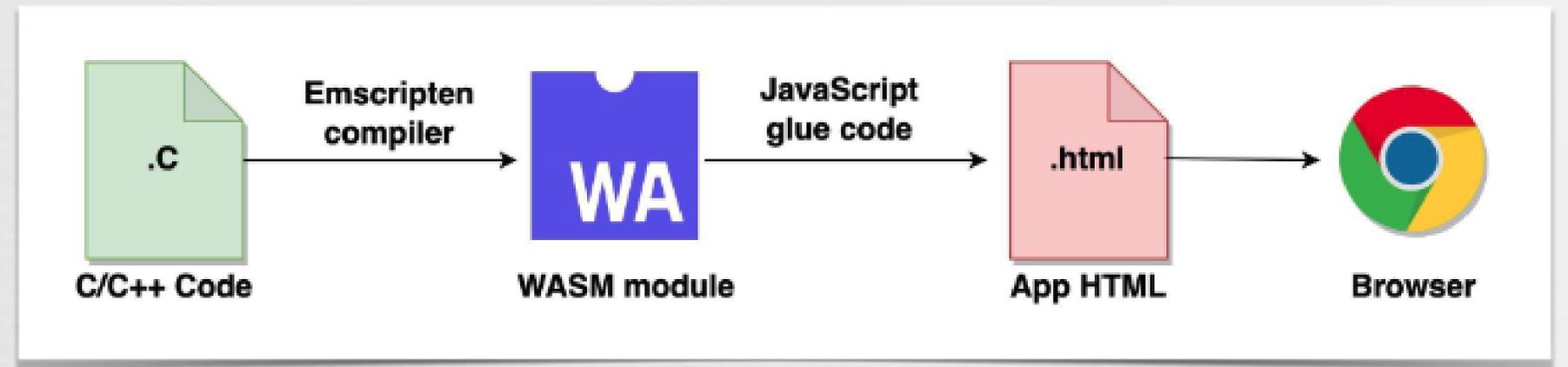
# INNOVATIONS - What's next

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# MW:STEAM - POS

Our new cloud-based POS

- Modern technologies (Wasm)
- Global technology transformation without compromising the fundamentals
- Evolution of MW:POS, leveraging the reliable code base and revamping the platform for modernization
- Lessons learned with past applications:
  - Retaining successful strategies
  - Refining areas of improvement
- Focus on standardized features
  - Customizations in parallel



- Main achievements:
  - Increase reliability maintaining robustness
  - User-friendly configuration
  - System and menu updates with no downtime
  - Reducing dependency on local database access

# MW:STEAM - BOH

Integrated Backoffice in a single app

- MW:BOH as the only management tool
- Centralized management application for the companies, stores and the POS
- Full control through user access levels
- Management of back of house data, reports, menu and configuration
  - Integrated POS menu and store inventory
  - Wizard-like configuration requiring minimal or no training
- Deployment capabilities

Menu Configuration - Products

Above Store

Products

Search

Order by Name (A-Z)

PLU	Name	Default Price	Category	Product Type	
1003	Cheese		Food	Ingredient	
1004	Lettuce		Food	Ingredient	
1005	Tomato		Food	Ingredient	
1006	Mayo		Food	Ingredient	
1018	Coke in Can		Drink	Ingredient	
1010	White Bread		Food	Ingredient	
1000	Burger		Food	A La Carte	
1011	Pumpkin Bread		Food	Ingredient	

02/24/2025, 11:49 AM  
Version: v2.0.0-alpha198

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