

CONCERTO TOUCH X2

Product Presentation

LAVAZZA
TORINO, ITALIA, 1895

Agenda

- Intro and new UI
- Main improvements
- Features
- Technical data
- Carte Noire

Intro

The **double coffee offer** (BLUE capsules and beans) and **the wide range of drinks**, easily selectable and customizable by **touch screen**, make the new Concerto Touch the best solution for medium-sized companies and communities open to the public.

The touch screen is also an excellent tool to **vehiculate different type of communications**.



The new User Interface



OBJECTIVES

- ☕ Intuitive and engaging consumer experience
- ☕ Share Lavazza brand and product values with a strong food appeal
- ☕ Enrichment of the consumer experience:
 - Acquisition
 - Communication
 - Offer
 - Sale
 - Involving and entertaining

NEW ICONOGRAPHY LAVAZZA IN CUP PRODUCTS



- ☕ Essential design: focus on the product
- ☕ «Graphic» icons: versatile and easily adaptable

Main improvements

There are many improvements in the new Concerto Touch User Interface:

HOME PAGE

- Possibility to choose between **3 families**
- New icons/imagines much more **eye-catching**
- Lavazza range in **branded cups**
- **Capsules coffee quality** highlighted
- Possibility to introduce the **logo of the operator** at the bottom of the page, specular to the Lavazza one on the top
- **Filter** to quickly select the «product for you».



Main improvements

CAPSULES FAMILY

- **Three Lavazza banners** in automatic sliding with the objective of bringing out the quality of the coffee in capsule and to improve it's perception/feeling
- Highlighting of the **quality of the coffee in capsule**
- **The name of the recipe** is clear and well visible
- If an unavailable beverage is selected, an alert message appears:



- Possibility to introduce, at the bottom of the page, the **operator logo**.



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INDIETRO **LAVAZZA** TORINO, ITALIA, 1895 00.00 € CREDITO non dà resto

La qualità superiore della miscela Lavazza, macinata ad arte e dosata nella giusta quantità.

LAVAZZA ESPRESSO CORTO 1,50€ 00cl	LAVAZZA ESPRESSO 1,50€ 00cl
LAVAZZA ESPRESSO LUNGO 1,50€ 00cl	LAVAZZA ESPRESSO MACCHIATO 1,50€ 00cl
LAVAZZA CAPPUCCINO 1,50€ 00cl	LAVAZZA CAPPUCCINO CHOCO 1,50€ 00cl
LAVAZZA MOKACCINO 1,50€ 00cl	LAVAZZA LATTE MACCHIATO 1,50€ 00cl

Italy, UK, France flags | Search bar | Filter icons (funnel, leaf, apple) | INFO



La capsula autoprotetta
permette di preservare tutto l'aroma e la freschezza della miscela.



L'estrazione con pre-infusione
esalta gli aromi e la persistenza del gusto, per un espresso sempre perfetto!



Main improvements

BEANS FAMILY

- The banner highlights the **quality of the Lavazza capsule** and that, if touched, allows to go directly to the Lavazza capsule family
- Possibility to add the **logo of the producer of the soluble**, matching one logo with one canister (if a recipe is composed by several soluble products, the logos will alternate each other within the space made for them)
- "User friendly" movement between the pages by swipe-scrolling or through the arrows - numbers
- Possibility to introduce, at the bottom of the page, the **operator logo**.



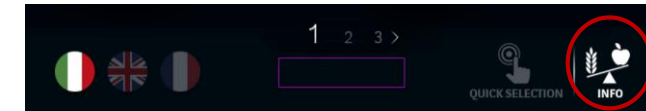
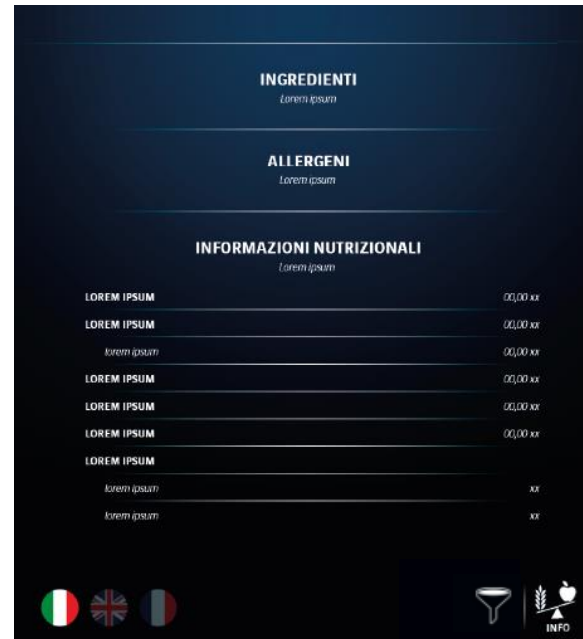
Main improvements

NUTRITIONAL INFOS (single recipe)

- Displaying the **recipe details** and related ingredients / allergens
- **Nutritional information** of the recipe.

INGREDIENTS (overall)

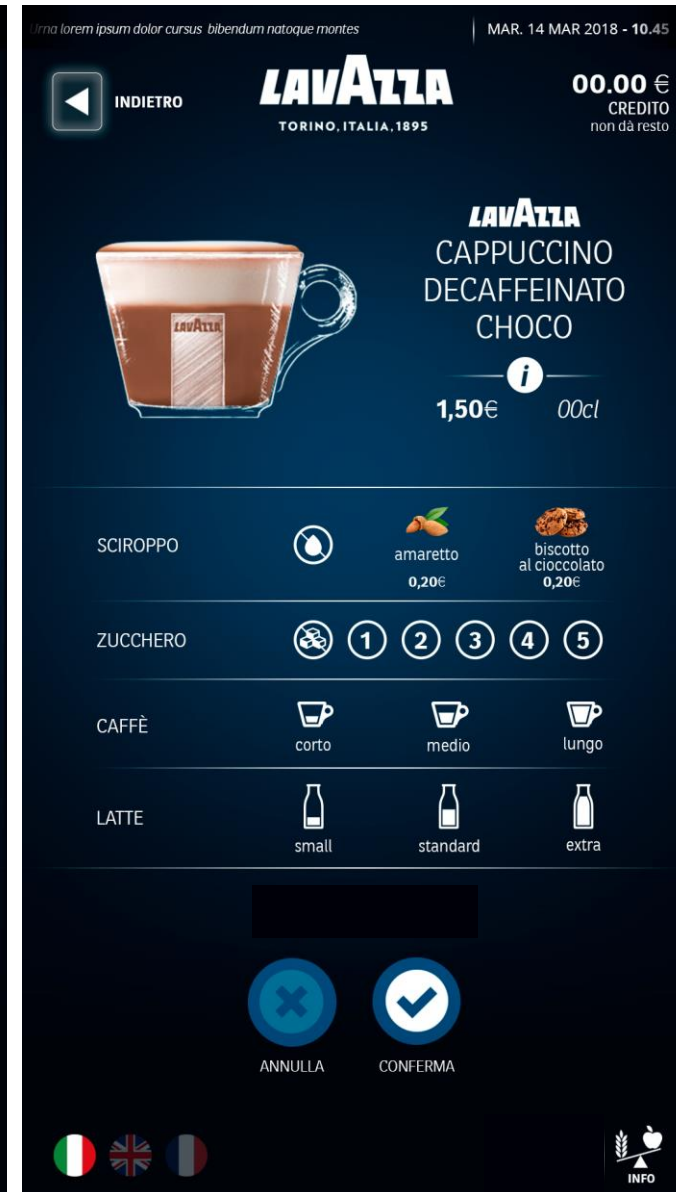
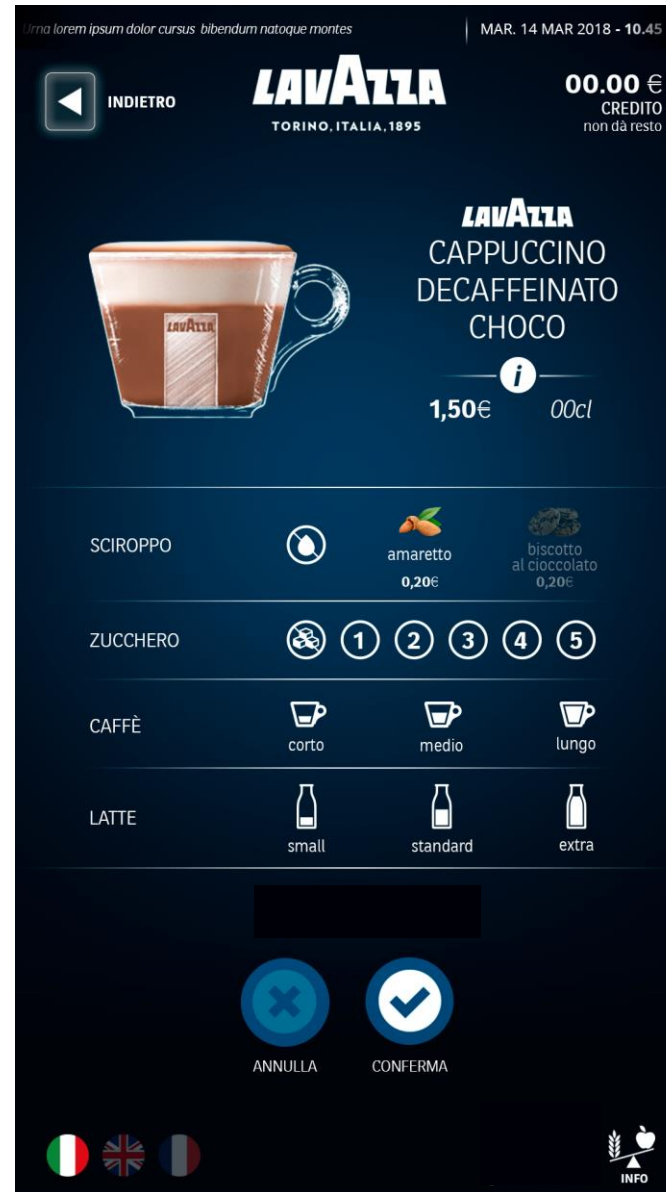
- Display of the **ingredients list** and possibility to select one
- Possibility of setting ingredients and allergens on two pages, eventually including nutritional information (if needed by the operator).



Main improvements

RECIPES PERSONALIZATION

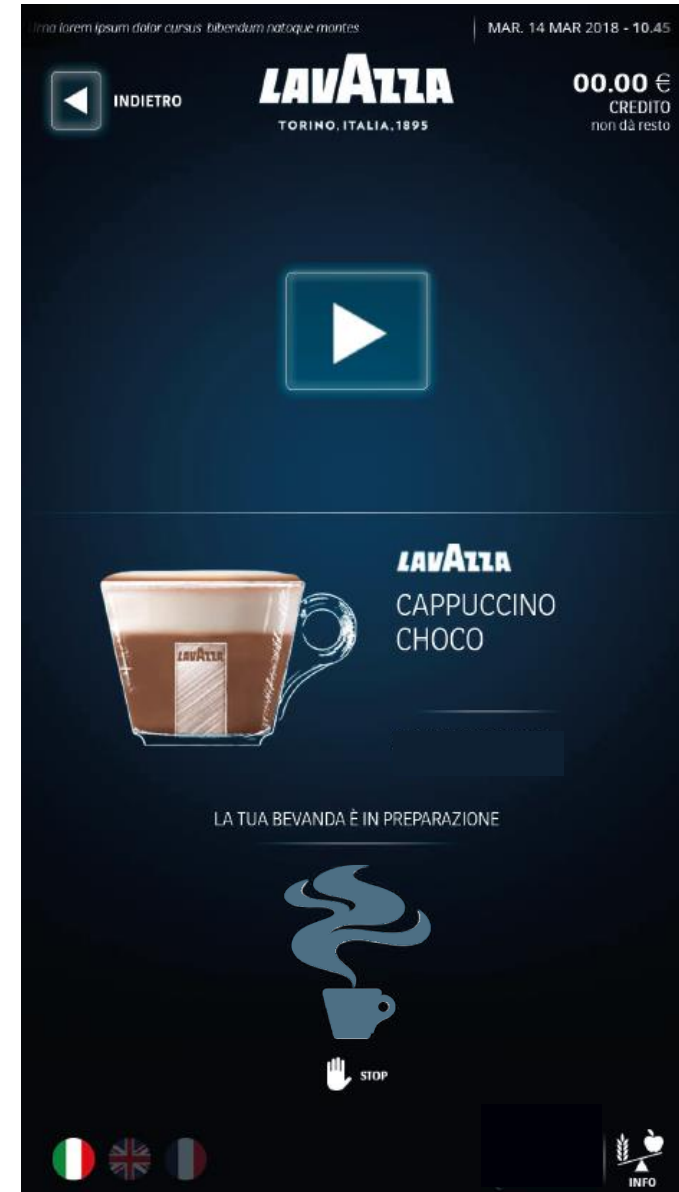
- It is possible to personalize the amount of **sugar**, the **coffee dose** and the **intensity** of milk and chocolate
- If the Optional Kit is purchased, it is possible to **add the syrups** to the selection
- If the credit is insufficient, a pop-up would appear.



Main improvements

RECIPE IN PREPARATION

- A **video** will appear during the preparation of the drink to entertain the customer (customizable, manager side, on the "other drinks" page)
- **Animated gif** to show that the recipe is in preparation
- **White static icon** when it is necessary to withdraw the beverage
- **«Stop» icon** to stop the supply.



Main improvements

SNACKY PREDISPOSITION

- The operator can choose to place the machine “in slave” with a vending machine for **snacks and cold drinks**. The UI will show optionally the possibility to order snacks and cold drinks through two different menu:

- CLASSIC**

- Lavazza capsules coffee
- Coffee beans and hot drinks
- Snacks and cold drinks

- MENU E PROMO**

- Lavazza capsules coffee, coffee beans and hot drinks
- Snacks and cold drinks
- Menu and promo



Main improvements

SNACKY PREDISPOSITION

- The next **menù** in the flow is composed by:
 - Sweet snacks
 - Salty snacks
 - Canned drinks
 - Bottled drinks
- **Animated gif** for the product delivery:



Features

Min. 26 selections
Touch screen 13.3" full HD

220 caps – 490 cups

Width: 60 cm
Height: 170 cm
Depth: 74 cm
Weight: 138 Kg



Power Supply: 230-240 V; 50/60 Hz
Nominal Power: 2,85 KW

Technical data

- **Capsule management:** 1 automatic hopper system with single-dose Lavazza BLUE capsules + + 1 bean system (capacity 6 L; about 2kg). Each system supplies a dedicated espresso unit, guaranteeing the possibility of dispensing two different types of coffee
- **Layout:** espresso capsules, coffee beans, 4 soluble beverages, sugar, cups and stirrers
- **26 selections**
- **Touch screen** 13.3" full HD
- Possibility to **customize** the recipes
- 2 backlit photographic panels
- Predisposition for **2 syrups kits**
- Predisposition for **self-supply** kit with 1 or 2 water tanks of 20 liters each
- Delivery area lighted + photocell kit
- Predisposition for the connection with **payment systems** and **telemetry module** available on the mkt.

