

It's Finger Licking Food... Touchless.

Intel Canada and iNUI Studio partner to launch AIR TOUCH® contactless technology at St-Hubert Restaurant Chain



Montreal, Canada and Foetz, Luxemburg, January 25, 2022 — With COVID-19 continuing to impact the food and restaurant industry, Canada and the famous Quebec-based St-Hubert restaurant chain become a global testbed for a unique contactless food ordering technology. Intel Canada and Luxemburg-based iNUI Studio announced the successful implementation of new smart touchless kiosks — AIRxTOUCH® KIOSK Series 3 – at the famous quick-service restaurant chain (QSR) that enable customers to browse and order their favourite menu items by simply using common and intuitive hand gestures.

This project is the first collaboration between Intel and iNUI Studio to bring advanced technology to address and mitigate the challenges posed by COVID-19 to the QSR industry. Canada and the St-Hubert chain were chosen as one of the first global locations for this food ordering technology with additional implementations expected in other food chains across North America.

THE AIR TOUCH® TECHNOLOGY

The smart kiosks that were installed at St-Hubert locations in Laval and Montreal are based on AIR TOUCH® optical sensors and Intel's NUC thin server (Tiger Canyon).

Based on powerful proprietary image processing algorithms, the patented AIR TOUCH® technology delivers exceptional mid-air interaction (5 cm from the screen) and the most complete User Experience available on the market. Allowing click, double-click, drag & drop, slide, zoom interactions - with a precision of 3 mm - AIR TOUCH® is as easy to use as a conventional touch(less) device.

THE INTEL TIGER CANYON THIN SERVER

Intel NUC 11 Pro Kit was selected to power the newest generation of AIR TOUCH® technology. Intel's NUC 11 Pro Kit combines the chip-maker's latest silicon technology in the form of core i5 with AMT vPro platform that enables remote management and maintenance. The NUC 11 Pro Kit has a superior build quality and high durability for heavy-duty and prolonged usage coupled with a very slim profile which makes it ideal to power smart self-service kiosks. The thin server is also equipped with a wide selection of ports (including 2x Thunderbolt 4) for fast and reliable peripheral communications including sensors and displays.

Select Executive Quotes:

Richard Scofield, President, St-Hubert Group: "Since 1951, innovation has been at the core of St-Hubert's development. Our goal to keep pushing our offers and services further is a testament to our desire of providing customers with the best experience and food offerings. We are therefore proud to be the first on the American continent to implement this new contactless ordering system which combines technology and high-level service while allowing us to take care of our customers. In these times of health challenges, adopting AIR TOUCH® definitely places us at the forefront of Canadian companies that are taking concrete steps for their customers' health and comfort."

Denis Gaudreault, Country Manager, Intel Canada: "The collaboration with iNUI to provide patrons with a safer and easier way to order food is another example of Intel's commitment to pushing the boundaries of technology to help mankind. From supercomputers and AI that help deliver scientific breakthroughs in the development of new medications and vaccines through to the everyday task of safely self-ordering a meal at a restaurant, Intel's technology powers our customers' and business partners' most innovative solutions."

Olivier Raulot, Founder and CEO, iNUI-Studio: "We are very proud to partner with Intel Canada for the very first implementation of our technology in North America. I'm deeply convinced that Touchless will naturally impose itself on the worldwide market. AIR TOUCH® is as easy to use as a traditional device with the advantage of hygiene. By trusting us as well as the AIR TOUCH® technology, St-Hubert takes a serious head start on its competitors."

About Intel

Intel (Nasdaq: INTC) is an industry leader, creating world-changing technology that enables global progress and enriches lives. Inspired by Moore's Law, we continuously work to advance the design and manufacturing of semiconductors to help address our customers' greatest challenges. By embedding intelligence in the cloud, network, edge and every kind of computing device, we unleash the potential of data to transform business and society for the better. To learn more about Intel's innovations, go to newsroom.intel.com and intel.com.

About AIR TOUCH®

AIR TOUCH® is a technology based on the recognition of gestures in real time, allowing interaction without physical contact. AIR TOUCH® has been developed and patented (granted in the USA and Europe) by iNUI Studio SA, a deep tech company based in Luxembourg. To learn more about AIR TOUCH®, go to www.airxtouch.com.

About St-Hubert

Founded in 1951 in Montreal, Les Rôtisseries St-Hubert Ltée includes more than 120 restaurants in Quebec, Ontario and New Brunswick, and serves over 28 million meals each year. In addition to its Restaurant division, St-Hubert Group also has a Retail division which manufactures and distributes several food products under the St-Hubert brand and other trademarks, such as: sauces, soups, ribs, meat pies and chicken pot pies. The Company has a long tradition for innovating and constantly adapting to meet its customers' needs.

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