

***The introduction of touchless restaurant ordering in Canada
with AIRxTOUCH® technology
iNUI Studio's new-generation kiosks make their world debut at Rôtisseries St-Hubert***



AIRxTOUCH Kiosk 32, the touchless ordering kiosk (© iNUI Studio)

Montreal (Quebec), February 14, 2024 — iNUI Studio, the European leader in touchless interaction technologies, is proud to announce the launch of the new generation of its [AIRxTOUCH®](#) technology, as well as the world-premiere deployment of AIRxTOUCH Kiosk 32 touchless ordering kiosks at Rôtisseries St-Hubert.

The AIRxTOUCH Kiosk 32, a compact interactive kiosk with a screen that can be operated remotely by motion tracking – without physical contact – has the advantage of being perfectly hygienic. In recent years, the adoption of such kiosks has accelerated worldwide, as they reduce the risk of transmitting bacteria and viruses. Scientific studies show that standard self-service touchscreen kiosks in restaurants or airports generally contain thousands of colony-forming units (CFUs). They are therefore veritable breeding grounds for bacteria.

"In Canada, touchless interaction at a distance from the screen to place an order is currently possible only at St-Hubert restaurants. The deployment of AIRxTOUCH at St-Hubert testifies to our commitment to providing innovative and effective solutions to meet our customers' needs," said Olivier Raulot, founder and CEO of iNUI Studio.

With this technology now installed in 36 St-Hubert restaurants in Quebec, franchisees and customers have expressed their satisfaction, leading to a significant increase in the adoption of contactless ordering devices.

In July and August alone, over 13.000 orders were processed on AIRxTOUCH order kiosks in the first Canadian restaurants to be equipped. This represents a 160% growth in orders over 4 months.

"We're delighted to have been the first in Canada to install touchless ordering kiosks in our restaurants. This has enabled us to provide an innovative solution to our customers and keep our staff focused on high value-added tasks. After a year of deployment, we can see that this technology has been a success for both our franchisees and our clients," commented Richard Scofield, President of St-Hubert Group.

Country-wide growth plans

While iNUI Studio continues to deploy its kiosks in St-Hubert Group restaurants, the company is also looking to provide other restaurants and franchises wishing to enhance their customer experience. To this end, iNUI Studio is proud to announce a new strategic partnership that will mark an important milestone in its growth trajectory in Canada.

The alliance with PayFacto Payments, a leading provider of POS software and payment systems of choice to the foodservice industry, will enable iNUI Studio to extend its reach and improve its market accessibility.

"This new collaboration is an important moment for us, marking not only the start of our expansion, but also a real immersion in the Canadian market thanks to our local partners. Canada's restaurant industry is proving to be even more promising than elsewhere. Where many European restaurants would have to invest in upgrading their existing touch devices to contactless ones, in Canada, most restaurants have no kiosks at all. This represents an initial investment for those businesses wishing to adopt them, offering iNUI Studio significant growth potential," added Olivier Raulot.

"The collaboration with iNUI Studio is part of our ongoing drive to offer the best solutions to our customers. With its revolutionary design and singular user experience, AIRxTOUCH touchless technology is unique in the world, enabling us to respond in a targeted and improved way to the specific needs of the restaurant community," said Denis Robert, Executive Vice President, Business Development at PayFacto.

The new generation of iNUI Studio's AIRxTOUCH technology marks a major advance in the field of autonomous interactive solutions. Cutting-edge algorithms enable contactless interaction thanks to real-time gesture tracking. Equipped with 2D cameras, the kiosk captures movements in space, enabling the user to "click in the air" from a distance of 4 cm from the screen, without ever having to touch it.

To download photos of the touchless kiosks, please click [here](#). A video is also available [here](#).

About iNUI Studio

iNUI Studio is a European leader in the field of human-computer interaction, committed to creating and developing intuitive, high-quality software solutions. iNUI is the creator of [AIRxTOUCH Kiosk 55 and 32](#), touchless kiosks for remote information entry. This advanced technology, patented by iNUI Studio, is revolutionizing the digital transformation of public spaces. iNUI's vision is to replace traditional touch screens with touchless technology worldwide, working with partners such as Samsung, Microsoft and Intel.

-30 -

Source: iNUI Studio
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