



THE EXCHANGE turns a bar, pub or club into a stock exchange for an evening
A hugely effective tool for driving and manipulating sales
A selection of food and drinks are displayed on TV's in the bar - prices rise and fall based upon what is being sold
Run in 19 countries across 85 different ePOS systems
Seamlessly compatible with ICR Touch
Reseller revenue share program available to all ICR dealers

Voodoo Rooms Nightclub
Oliver Plunkett Street
Cork City
Ireland

21/3/16

To whom it may concern,

The Voodoo Rooms Nightclub has been operating 'The Exchange' software from JDP-Worldwide on a weekly basis since September 2014. From its initial launch we have enjoyed a highly successful & popular club night, which we marketed as 'WALL STREET' and is aimed at a student market on a Tuesday night.

The setup was quick and easy, done remotely from the JDP offices, and it integrated seamlessly with our IRC Touchoffice system, which controls 15 till units throughout the building, although we only run The Exchange on a maximum of 10 tills depending on how busy the night. Having connected up to the club's TV screens, we can completely run the event from the office PC, with The Exchange software controlling both the display graphics and the tills in synchronization.

As the Exchange software connects straight to the IRC system, it directly modulates the pricing of the selected products without the need to create separate 'promo' buttons, so there is less setup and disturbance to stock control. After that, its a matter of orchestrating the promotion, ie. what crashes, when, and by how much. You have complete control over the rise and fall of pricing, and we have found that by separating the crashes and varying the products and crash times each week, it is possible to create excitement, tension and temptation that customers enjoy.

We had concerns at launch about the complexity of the system and how to market it and explain it to customers, however after the initial setup it has been quite seamless to run ...and it didn't take long for customers to figure it out and word to spread. The built in graphics for the TV screens are attractive and exciting, although we have also taken advantage of the customisation options to use our own branding as much as possible.

The Exchange offers an engaging event night with the sophistication and intrigue that modern customers respond well to. It also offers the venue the ability to control the promotion, generating the type of excitement that ordinary promotion discounts or happy hours cannot maintain.

Regards

Anthony Forde



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- ROOMS -

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