



HOLIDAY INN EXPRESS® BRAND “PANCAKE SELFIE EXPRESS” TECHNOLOGY OVERVIEW FACT SHEET

- The one-of-a-kind selfie technology was developed by SuperGroup in Atlanta. This is the first time it will be used in conjunction with a brand or widely available to the public.
- The technology works thanks to an elegant communication between the specially designed software and a highly customized laser hardware adjusted to a level that prevents destruction of the pancake but still leaves behind a clear selfie image.
- Images are taken using a cell phone camera linked to a laptop computer, which then translates the image for the laser hardware. Once the software has finished its translation, the laser transposes the selfie image onto the surface of a pancake.
- Housed within the mobile Pancake Selfie Express, the selfie-to-pancake process takes less than five minutes from start to finish – from batter to work of selfie art.
- After an image is taken on the mobile phone, it is able to be manipulated and adjusted within the software to make the final selfie pancake as clear as possible.
- After several tests it was discovered that the consistency and chemical makeup of Holiday Inn Express brand pancakes creates the best selfie results.
- The laser does not leave any harmful residue on the pancake, nor does it affect the taste.

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