



## Press Release

### “Easy Dining” pilot project:

## ECE tests digital ordering service for food retailers at Skyline Plaza Frankfurt

Frankfurt / Hamburg, April 19, 2018 – ECE has launched the test of another innovative pilot project at Skyline Plaza in Frankfurt: By introducing “Easy Dining”, ECE for the first time provides a digital platform at one of its operated centers where customers can order and pay their food and drinks at the food court online. The idea for this innovative pilot project is based on the current trend to digitalize ordering processes for food services and provide customers with a simple and comfortable digital solution to order food at the center. Wix restaurants of Skyline Plaza will participate in an initial test period for “Easy Dining”. The aim is to gain experience with the system's functionality during live operations, test the collaboration with the food retailers, and find out whether the system appeals to the customers. During the next step, more food retailers of the center, whose owners include Allianz und CA Immo, will be added.

“The 'Easy Dining' ordering platform has been created to meet ECE's prime objective, to provide customers with a pleasant and comfortable experience in the center, and deliver a real value with our services,” said Joanna Fisher, Managing Director Center Management at ECE. “The pilot project is another example for our approach to always develop new services for our customers and to prove their worth during live operations.”

### **Easy, time-saving ordering with “Easy Dining”**

The benefits of “Easy Dining” for customers include time-saving, cashless ordering by smartphone or the via center's website. It allows visitors to order their meal at an earlier time (e.g., from the office) and avoid long

queuing times, for example during the lunch break. The advantages for food operators on the other hand are efficient ordering processes, a better planning of staff resources at peak times, an additional reach, and the chance to provide special offer coupons. During the ordering process, either by smartphone or via the center's website, the customer chooses from a wide range of dishes of the participating restaurants, selects a desired time and date, and pays cashless with their mobile device. The food operator receives the order on a tablet computer and prepares the order for the preferred time. The customer is then notified by text or push message that their meal is ready for pickup. The following food concepts are participating in the pilot phase: Asia Hung, Bounour's, Ciao Bella, Immergrün, Nordsee and Wittkoop.

ECE has already developed numerous innovations and services and has tested them in their centers to check the new technologies for their benefits, functionality, and whether they appeal to the customers. Following an extensive test phase, the innovations that appeal to the customers are pursued further and rolled out at the centers. The innovations that do not meet the expectations will either be developed further or replaced by new ones. ECE's current developments include the "Digital Mall" pilot project. Customers of Alstertal-Einkaufszentrum can see the assortment of the participating retailers online, reserve their preferred product, and pick it up later on site. Besides "Easy Dining", Skyline Plaza also offers other digital services including the "Easy-to-Park" system that allows for ticketless parking with RFID technology, digital 3d guidance systems and Infogates for better indoor navigation, and the QR-code based "Car Finder", which helps visitors find their cars in the parking garage more easily.

## **About ECE**

ECE develops and operates shopping centers and also implements large-scale real estate projects, including corporate headquarters, office towers, industrial facilities, logistics centers, transportation facilities, hotels, and city districts. The company acts as a single-source provider for all of its real estate-related services. ECE was founded by mail-order company pioneer Werner Otto in 1965 and is still owned by the Otto family and managed by Alexander Otto, who holds the position of CEO. ECE has around €34.4 billion of assets under management at current market value, and is responsible for the management of approximately 200 shopping centers (including more than 50 centers operated by MEC METRO-ECE Centermanagement GmbH & Co. KG). With business activities in twelve different countries, ECE is a leading European shopping center operator. More than 4.3 million customers visit ECE shopping centers every day. Its

approximately 20,000 retail tenants, occupying a sales area totaling around 7.1 million square meters, achieve annual turnovers of approximately €24.4 billion. With its policies of continuous modernization, its innovative services and F&B offers, attractive mall designs, and a customer-friendly approach to digitalization, ECE is constantly upgrading its centers to ensure that they remain fit for the future. [www.ece.com](http://www.ece.com)

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