

GiroWeb with AI Software for Food Recognition: Successful Internorga with New Trade Fair Concept

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Press release from: [ASM - Partner of GiroWeb Germany - Cashless Solutions for Communal Catering](#)



*GiroWeb with AI Software for Food Recognition -
www.giro-web.com*

Internorga with GiroWeb

With around 80,000 visitors, Internorga 2024 was a great success again for the organizers of Messe Hamburg and traditional exhibitors such as GiroWeb. As one of the leading IT partners for cashless catering, GiroWeb presented solutions and innovations in times of artificial intelligence (AI) and staff shortages in the food service industry. Accordingly, there were numerous technical discussions and inquiries at the new trade fair booth.

Efficient Payment and Billing

The GiroWeb trade fair team showed customers and interested parties how they can make payment and billing simple and efficient. Thanks to the joint presentation with technology partners, caterers were able to see innovative additions to the modular GiroWeb system for themselves. One of the highlights was optical food recognition using AI software, which enables customer-friendly self-service without additional staff.

Staff Shortages and Digitization

Company catering is subject to dynamic change, which is increasingly characterized by permanent staff shortages and digital innovations. Canteen and company restaurant managers are therefore also concerned with IT support in terms of hardware and software. The key objectives remain an appealing meal experience and minimal waiting times from selection to payment for food and drinks. The shorter the checkout process, the more time there is for a relaxed lunch break.

AI Software with Self-Checkout

At Internorga, the trade fair team gave a practical demonstration of how fast self-checkout is with modular GiroWeb systems. In just a few seconds, the dishtracker camera of the AI food recognition software scanned all items on the tray and transferred the data to the checkout software for cashless and contactless payment. With checkout systems and top-up terminals from GiroWeb, further processes in the company restaurant or canteen can be designed for end-to-end self-service without the need for additional staff.

Innovation, Cooperation and Service

Together with this year's trade fair partners Dishtracker and ViiPay, GiroWeb can look back on a successful Internorga with valuable discussions: "As an independent IT partner and systems integrator, we stand for complete solutions with cashless payment systems, flexible POS software and reliable service. Our cooperative trade fair concept provides even more impetus for customer-oriented solutions in company catering and school catering," explains Thorsten Reineking, Managing Director at GiroWeb.

GiroWeb Products and Services

- Management and transaction clearing to provide efficient administration for self-catering organizations and contractors
- Cash and cashless systems as well as peripheral modules to speed up payment and reduce queuing times at the POS
- Self-service terminals such as multifunctional loaders to issue and charge or top up RFID chip-cards or transponders
- Self-service terminals for efficient guest card management and pre-ordering of meals for in-house consumption or take-out
- Operation units: Card readers and controllers for quick payment at coffee, soda, snack and vending machines (VMC)
- RFID media: Chip-cards and transponders for easy, fast and secure service and identification of RFID chips and holders
- RFID full-service provision: Customized design, coding, integration and migration into existing environments

- POS, cloud, web and app: Mobile software for Google / Android (e.g. tablets) and Apple / iOS devices (e.g. iPads)
- Full-service offer: Consulting, project management, installation, training and support (on-site and remote)
- Back-office service: Additional individual services for operating environments (e.g. administrative tasks)

Top 10 Reasons for GiroWeb

Efficient payment is key for today's success in business catering and education catering. GiroWeb clients, self-catering companies and contract caterers, opt for a combination of cashless competency, reliable partnership and a long-term hedging of their investments, while keeping cost low. These are the top 10 benefits for a partnership with GiroWeb:

- Competence and experience: For over 30 years GiroWeb has been a first mover, technology pioneer and partner for cashless catering
- One stop solution: As a full-service provider with an excellent network they offer everything from A to Z around cashless payments
- Certified GiroWeb quality: Reliable solutions from design and development to integration and implementation with full-service
- Nearby regional contacts: GiroWeb is an experienced partner for new investments in Germany, offering local service and support
- Top value for money: GiroWeb stands for fair pricing, high quality, and state-of-the-art solutions for professional catering
- Managed investment risk: Hedging of investments by providing reliable operations and long-term availability of spare parts
- Efficient service: GiroWeb clients have direct access to experienced technical support staff in their region (on-site and remote)
- Transparency and fairness: No hidden costs, expensive help desks, ineffective chatbot software or endless waiting loops in IVRs
- All inclusive: Comprehensive packages, whether clients buy or rent, for self-catering organizations as well as contract caterers
- Long track-record of satisfied clients: With excellent references GiroWeb is one of the leading IT providers for cashless catering

Links and Downloads

GiroWeb CCS - Cashless Catering Solutions:

- <https://giro-web.com>

GiroWeb Wiki - Glossary and Dictionary:

- <https://giroweb.org>

GiroWeb Showrooms and Trade Fairs

Potential clients and partners who prefer personal experiences can meet GiroWeb at a technology showroom, an on-site reference or a trade fair, e.g. EuroCIS Düsseldorf (Dusseldorf), Grüne Woche Berlin, Hoga Nürnberg (Nuremberg), Intergastra Stuttgart, Internorga Hamburg, Iss Gut Leipzig, Vendtra München (Munich). The GiroWeb team looks forward to discussing trends in digitization, suitable solutions and best practice for new investments in cashless catering systems and processes. Among the current highlights are:

- Cashless payment: GiroWeb offers cloud, POS, tablet and smartphone solutions supporting multiple top-up and payment methods
- Self-checkout: GiroWeb combines proven POS technology with intuitive self-service including mobile payment (e.g. RFID, NFC, QR)
- Automatic food recognition: GiroWeb integrates artificial intelligence (AI) to recognize dishes and beverages with highest accuracy

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About Internorga

Internorga is the leading international trade fair for the hotel, catering, bakery and confectionery industries. Traditionally, well over 1,000 national and international exhibitors present their products, trends, innovations and digital solutions for the entire out-of-home market to around 100,000 trade visitors in Hamburg. The thematic focal points include kitchen technology, IT, POS systems, payment systems, billing systems and AI. The trade fair is accompanied by trade congresses, a comprehensive support program and sophisticated industry competitions.

About GiroWeb

GiroWeb is a group of IT companies with regional offices throughout Germany and an international network of system integration partners. GiroWeb develops, produces, installs and integrates hardware and software focusing on complete solutions for cashless ordering, payment and transaction clearing in the area of communal catering. GiroWeb is continually expanding their strong market position with reliable solutions, innovative products and a wide range of services across all industries and for all sizes of company and organization. With a long track-record of satisfied clients and first class references GiroWeb is one of Germany's leading IT partners for cashless catering.

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