Digital Signage @ QSR's

The presence of digital signage inside QSRs has been steadily increasing as franchises realize the opportunities of an integrated display system. Research by Gartner[1] shows that digital menu technology :

- improves order accuracy
- speeds up check out times
- increases promotion item sales
- enhances the guest experience
- grows revenue

70% of business comes from the drive thru[1]

Warning! OUTDOOR SIGNAGE DISPLAYS HAVE UNIQUE CHALLENGES

Remember this, you cannot use indoor menu boards outdoor. They simply will not work.

Outdoor

Digital Signage

Outdoor digital signage work in extreme hot or cold environments, remain durable and reliable, plus help you engage customers, influence their purchases, increase sales.

They are **NOT** durable to withstand adverse weather conditions.

They are **NOT** bright enough under direct sunlight.

They **CANNOT** regulate temperatures to keep from overheating or freezing.

Their viewing off-angles can be a **CHALLENGE** unless IPS technology is used.

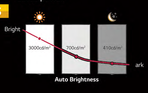
EASY TO UPDATE | SCHEDULE
Outdoor digital signage is easy to install, update, simple to schedule menu items depending on the time of day, and play video to promote higher margin products.

EASY TO READ
The visibility of an outdoor digital display extends much farther so customers can consider their order much earlier in line.

INCREASE ACCURACY
Digital menu boards speed up the ordering process and on-screen order details make order confirmation faster and more accurate.

KEY FEATURES

Smart Brightness Control
The auto-brightness sensor and preset time scheduler saves power.



Advanced Localized Dimming
The backlighting in certain areas of the screen can be controlled to increase contrast.

Quarter Wave Plate (QWP)
Enbedded FPR (Film-type Patterned Retarder) technology enables clear visibility even when the viewer is wearing polarized sunglasses.

Wide Viewing Angle
LG's award-winning IPS technology creates a wide viewing angle, showing the same crisp, clear image at any angle within 178 ° from the top, bottom, right and left.

Anti-Reflection
Less interference from reflection of any external light and fromthe backlight because of the reflective coating.

No Blackening Effect
Even under direct exposure to sunlight, the display resists blackening defects up to 230º F / 110º C.

High | Low Temperature Protection
Reliable operation from -22º F up to 130º F protecting components from freezing or over-usage of the cooling fan.

>70% of people do not know what they will order when they go to a restaurant[2]

Indoor

Menu Boards

Use of dynamic and vibrant digital signage for a menu increases awareness, content management efficiency, and helps stimulate appetites.

REDUCE PERCEIVED WAIT TIMES
Value-added content will enhance the customer's experience by entertaining, reducing the precieved time patrons are in line.

UP-SELL & PROMOTE
Draw patrons in and influence their purchasing behavior as they view enticing HD photos or videos of your daily specials.

BRANDING CONSISTANCY
Digital menu boards give you 100% compliance for branding c onsistency across all of locations.

KEY FEATURES

Simple Network Management Protocol
SNMP support ensures convenient network management.

Wi-Fi Support
Wi-Fi USB dongle connection for convenient content distribution.

USB Content Scheduling
Play an d schedule contents with a USB connection -no server required.

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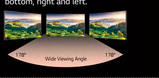

Dust & Humidity Protection with IP56 Rating
The conformal coating enhances reliability by protecting the display from dust, iron shavings, humidity and other harsh conditions.

Small

Format displays

Have smart platforms, are easy to connect, and through smart apps can personalize a customer's experience.

SUPPLY REAL-TIME CUSTOMER ENGAGEMENT

INTUITIVE AND INTERACTIVE

PROVIDE LONG-TERM CUSTOMER LOYALTY

KEY FEATURES

Quad Core SoC*
The High Performance SoC can execute several tasks at the same time and provides smooth content playback

webOS
The webOS 2.0 platform provides easy and convenient tools to create content. LG's SDK* and technical support make content development and management easier.

Power over Ethernet (PoE)
PoE combines the network and power connectivity using just one wire.

Mirroring
These apps connect and play the end user's smart device to the small format display, "mirroring" what is on their device.

Soft App
Soft App turns the tablet or small format display into a "hotspot," acting as a wireless access point for mobile devices to directly connect to the brand.

BEACON
BEACON and Bluetooth Low Energy enable retail stores to send personalized messages and promotions to customers smart devices.

Remember

It is important to differentiate between consumer grade and commercial-grade digital displays. The latter are durable, built to withstand high user rates, and provide the flexibility required for smooth communication with customers & employees alike.

Consumer-grade digital displays are usually not built to withstand the demands of commercial environments. And unlike commercial-grade displays, consumer displays are not intended to be used 24/7.

Consumer-grade digital displays have limited warranties, which are void in a commercial environment. True commercial displays feature a 3-Year Limited warranty and are backed up by a Commercial Warranty process that understands the differences between business implementations and consumer needs.

Picture quality is a key factor and the underlying technology that is used. LG features IPS technology features outstanding off-angle viewing, durable image when used in touch screen environment.

[1] Gartner, Inc. | [2] POS Sector | 061708_c

LG Business Solutions