

Adjusting the View

New signage placement and adaptability solutions ensure consumers get the message

Dynamic graphics or clever messages are wasted if customers don't see them. This means that the right location for digital signage is nearly as important as what the signs says, but sometimes the best place for a sign might be in an area that does not have the capability to hold it—at least, not until now. Innovative high-tech solutions are making signage placement more flexible than ever with a variety of options for installation and configuration.

Peerless-AV, a **Peerless Industries Inc.** company, is a leading designer, manufacturer, and distributor of digital signage hardware solutions. The company offers sleek, modern, and cost-effective indoor and outdoor options especially suited for quick-service restaurants and their unique placement needs.

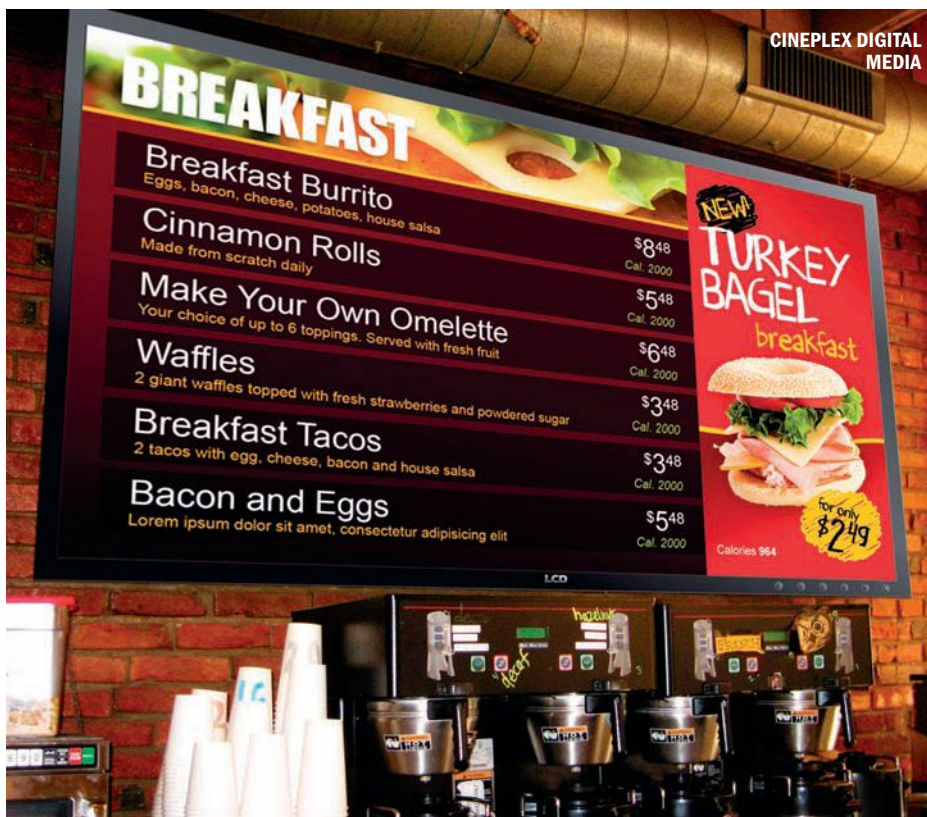
"The technology to upgrade your menuboard signage exists, and we have many solutions that were designed with the quick-service operator in mind," says Brian McClimans, vice president of global business development at Peerless-AV.

Peerless-AV's SmartMount Digital Menu Board Mounts allow for the easy installation of digital menuboards on any wall or ceiling. Available in landscape and portrait layouts, the SmartMount line fits 40–42-inch and 46–48-inch displays and offers eight points of micro adjustment for perfect alignment. All mounts in the line are also equipped with Peerless-AV's Increlok tilt, which ensures displays stay positioned where they are set during installation.

All these features are ideal for the needs of quick-service restaurants, but one of the best features for owners is the easy installation process, which ensures restaurants do not need to close in order to install the new signage.

"These solutions make installation a breeze, which can be a top concern for quick-service owners," McClimans says. "There is no need to worry about losing sales due to needing to close for renovations."

Outdoor signage is just as important as indoor signage, but often comes with a unique set of challenges. Peerless-AV offers its Xtreme Outdoor Digital Menu Board Kiosk with single, double, or triple display designs made to handle these demands. An all-season solution, Xtreme Outdoor Digital Menu Boards can withstand the



harsh conditions, making them perfect for any drive-thru setting. Within these enclosures are Peerless-AV's fully sealed weatherproof displays and a patented Dynamic Thermal Transfer System, which heats and cools the display as needed in extreme weather conditions.

An ambient light sensor combined with optic bonding guarantees content can be read by customers at any time of day, and optional toppers and sidekicks are great ways to advertise promotional items. The displays are also polarized, allowing customers wearing polarized lenses to read them without removing their glasses.

For quick-serve restaurants that choose to implement high-bright displays from companies like LG, NEC, and Samsung, Peerless-AV offers an extra layer of protection for vulnerable digital equipment with outdoor enclosures. Quick serves will get the aesthetic they are looking to achieve with the security of having their displays fully enclosed.

With changing requirements for nutritional information and the need for changing promotional offers, overall agility in digital displays is

the most important ally for well-run quick-service restaurants, says Rich Pierro, co-CEO of **Premier Mounts**.

Adaptability for real-time price adjustments, dayparting for menu changes, and nutritional information is key. Digital boards take all of this into consideration while also allowing for dynamic up-selling, responsive marketing, and the flexibility to set and adjust menu items, even by location. They also eliminate printing expenses, add interactive touchscreen displays for customer engagement, and give remote online access for convenience.

To achieve these benefits, operators must demand the same efficiency and proficiency they require in their own businesses, and what sets Premier Mounts apart is the company's dedication to quality in both products and installation.

"Faulty design, improper installation, and exposed cabling create poor viewing angles, and exposing expensive panels to the elements can waste operator investment in digital signage, negating its benefits," Pierro says. "In an industry built for scale, and given the value of properly

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installed digital signage, this simply won't work."

Effective digital signage for quick-service restaurants requires more than a good product. Design standards and production capacity have made hardware a fraction of the process, and successful digital signage in quick service requires a holistic approach that considers more than the equipment.

Key considerations include viewer distance for proper screen size and viewing angles, wall and ceiling structure for support requirements and design, and elemental exposure to both indoor and outdoor equipment. Cosmetic challenges require covers for cables, added branding,

expenses are consolidated to one provider, delivering the lowest total cost of ownership and maximum return on investment.

Over the last several years, it has become increasingly clear that generic digital signage solutions, such as those seen in a hotel or transit hub, do not provide the same range of features needed by restaurants.

"Digital menuboards need restaurant-specific features to create operational efficiency and, more importantly, provide visually rich content in order to draw the patron into the restaurant, engage them, and help them decide what to eat. This is key to satisfying customer expectations

WAND recently launched a completely tablet-friendly interface for the WAND Digital CMS, which allows all content operations—such as schedule and daypart changes, new graphics, the addition of new items, changes to pricing, and updates to campaigns and LTOs—to be done from anywhere, at any time.

"This is a huge jump forward for busy operators or corporate marketers who work with multiple locations," Gehman says.

Additionally, the all-new WANDPlayer with HTML5 lets content creators use advanced design programs to create more vibrant, dynamic, and compelling content. It's become dramatically



and ease of access and maintenance for maximum uptime and lower costs. Further, other considerations include cabling and content distribution options, including SP, effective content design, and proper mounts for integrated panels.

Mounting advisers and strategists, such as Premier Mounts, give operators a single-source provider to address the above opportunities and deliver optimal total cost of ownership. Cost in digital signage for quick service is a multi-faceted concern based largely on mounts and enclosures. Chief among total cost calculations is display asset protection, driven by temperature regulation and element exposure, as well as extending the life of digital signage to reduce or eliminate replacement costs.

Operating expenses also drive total costs. At the scale of most operators, small maintenance inefficiencies that limit access to displays and cables or require excessive cleaning can pile up. Even sign changing at the store level can be an unnecessary expense when centralized or remote display management could be enabled by a digital display. By leveraging the added value of AV mounting advisory led by Premier Mounts,

that continue to evolve," says Chuck Gehman, vice president of product development at **WAND Corporation**.

"The magic in 2016 is that achieving these benefits is finally very affordable," he adds. "The economics of the hardware have never been better. Brighter and more reliable commercial displays and low-cost, high-performance media players, notably with the entrance of Google For Work and their Chromebox and Chromebit hardware, deliver outstanding results for motion graphics and video on menuboards."

Another improvement is in the ease of changing the content displayed by these products. Content management systems (CMS) for digital menuboards are more advanced than ever.

"Every store wants to have its own pricing, its own drink flavors, and even its own local favorites beyond the current LTO," he says. This can only happen with a menuboard specific CMS, where you give the franchise owner, DM, or even the manager access and control, while still ensuring brand compliance. Any other method of achieving this will be too labor intensive, and, as a result, cost too much."

easier to repurpose media from other channels, such as television and the web, in many cases without conversion. This is most impactful for digital menuboards, which rely on video content to capture guest attention and promote high-margin menu items.

"Keeping up with new technology doesn't have to be expensive," Gehman says. "That's why it's critical that quick-service operators choose a digital technology partner who understands the unique needs of their industry. As operators look toward the future, they should look for digital technology partners who understand those needs and can help them stay ahead of technology so operators can focus their time on increasing sales and profits."

Upgrading to digital signage can offer customers a clearer message, enable rapid changes in promotions, improve upsell opportunities, and, most appealingly, decrease the operational costs associated with continually printing and replacing menuboards when pricing or promotions change. Reductions in component costs combined with improved technology over the past several years have made audiovisual digital signage solutions more cost effective than ever before.