Mvix
Enterprise Digital Signage

DIGITAL MENU BOARD SOLUTIONS:

Efficient and Easy-to-Use Menu
Communications for Restaurants and QSRs

ESPRESSO BAR

12 oz	16 oz	20 oz	
$2.00	$2.50	$3.00	DRIP COFFEE
$2.25	$2.50	$2.75	AMERICANO
$3.50	$4.00	$4.50	LATTE
$3.50	$4.00	$4.50	CAPPUCCINO
$4.00	$4.50	$5.00	MOCHA
$4.25	$4.75	$5.25	WHITE CHOCOLATE MOCHA
$4.00	$4.50	$5.00	CARAMEL MACCHIATO
-	$4.50	$5.25	FRAP CHINO
-	$2.00	-	HOT TEA
$2.25	$2.75	$3.25	HOT COCOA
$2.25	$2.75	$3.25	LONDON FOG
$4.00	$4.50	$5.00	CHAI LATTE
-	$2.25	$3.25	MIXER

Choice of black or green tea and pink lemonade. **Add flavor for $0.50**

COFFEE EXTRAS

SHOT	$0.99
ALTERNATIVE MIL	$0.85
FLAVOR	$0.50
WHITE CHOCOLATE FLAVORY	$0.75
CARMEL SYRUP	$0.75
DARK CHOCOLATE SYRUP	$0.75

RED BULL INFUSED DRINKS

Spritzer	Freeze
$5.49	$5.75

TABLE OF CONTENTS

Digital Menu Board Solutions: Gone With Paper Signs

For a long time, restaurants have used paper menus to highlight their offerings; however, this type of menu has its drawbacks. The paper menu can easily be damaged or new updates need to be added, which can cause constant printing. In fact, **31% of restaurateurs** update their menus monthly, resulting in high printing costs. Additionally, the menu can be hard to read from a far distance causing confusion among customers. With that confusion, customers are experiencing longer wait times, which makes the purchasing upsell process harder to implement.

Because of these issues, businesses have now invested in digital menu boards to alleviate such stresses and streamline workflow. In fact, 73% of diners agree that restaurant technology improves their guest experience. Digital menu boards are a standout solution in the restaurant industry, thanks to their ability to influence impulse purchases, enrich the customer experience, and increase profitability.

What Are Digital Menu Boards?

A digital menu board is a modern display system that combines hardware and software to broadcast dynamic menus on screens. Typically, restaurants mount these displays on the wall to be visible to every customer.

Digital menu boards show consumers the available foods and beverages as they wait in line. In addition to menus, the displays can show upcoming events, news, weather, traffic, and entertaining videos.

Components of a Menu Board

There are **5 components** you need to successfully deploy a digital menu board:

Commercial-Grade Screen

Commercial-grade displays withstand long hours of operation, unlike standard TVs. Additionally, the screens are durable and carry extended warranties. Touchscreen displays are perfect for restaurant environments because they enhance customer engagement.
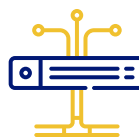
Media Player

A **digital signage player** is a compact device connecting to digital displays via an HDMI cable. The player downloads content from the content management system, stores it internally, and broadcasts it onto your screens.

Content

Content is the animations, images, videos, PowerPoint presentations, and social media feeds that bring your digital displays to life. Ideally, your software should have numerous customizable templates that help you show different content to delight audiences.

Digital Signage Software

Digital menu board software lets you update menu items and upload other content in minutes. Many restaurateurs prefer cloud-based software because it allows remote control from anywhere and advanced scheduling.
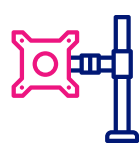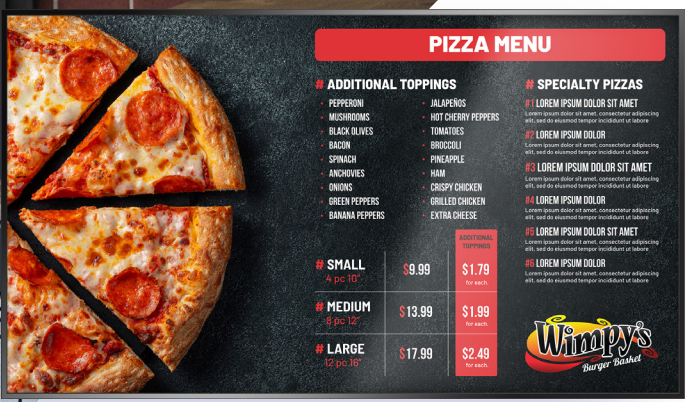
Mounts and Enclosures

You likely need to mount your digital screens to wall studs for maximum visibility. Also, invest in enclosures that complement your existing décor for ventilation and concealing media players.

How It Works

Deploying digital menu boards is easy, especially if your digital signage provider offers excellent technical support.

First, install the screens and media player and ensure the player connects to the internet via wi-fi or an ethernet cable.

Then, explore the templates on your software and adjust your favorites to match your brand. The media player automatically uploads the configured content onto your screens. Lastly, manage the content remotely on your digital signage software.

Digital Menu Board Features

Digital menu boards effectively highlight specials and advertise new menu items without the added hassle or delays.

Some essential, key features of digital menu boards that make management efficient include:

- Easily update menu items, pricing, and images
- Dozens of customizable templates with animations
- Add QR codes for customers to download menus on their phones
- Limitless upselling opportunities for add-on desserts and new items
- Integrates touch and non-touch options
- Eliminate printing expenses
- Promote branding consistency across multi-location chains
- Entertain customers as they wait for their orders

Indoor Vs. Outdoor Menu Boards

You can install digital menu boards inside your restaurant or outside at the drive-thru. However, the considerations for both installations are different.

Outdoor displays have more brightness requirements due to the intensity of direct sunlight. Indoor displays need higher resolutions to display information at close viewing distance.

Additionally, you'll find it easier to set up and care for indoor signage as long as you have full control of the environment. In contrast, an outdoor digital sign withstands many elements, including bright sunlight, dust, and moisture.

Lastly, outdoor digital signage solutions are larger than indoor displays for a more dramatic effect. In contrast, indoor signage solutions can be much smaller and contain more specific information.

SNACKS

CHICKEN WINGS
CRISPY, FRIED CHICKEN WINGS TOSSED IN YOUR CHOICE OF BUFFALO, SWEET CHILI BBQ SAUCE, OR SERVED PLAIN
12 PIECE $17.99
9 PIECE $14.49
6 PIECE $11.99

GOURMET NACHOS $11.99
CRISPY TORTILLA CHIPS PILED HIGH WITH CHEDDAR CHEESE SAUCE, SALSA, SOUR CREAM, GUACAMOLE, JALAPEÑOS, & BEANS. CHOICE OF CHICKEN OR GROUND BEEF
LOADED FRIES $11.99
FRIES TOPPED WITH CHEDDAR CHEESE SAUCE, CRISPY BACON, RANCH DRESSING, AND GREEN ONIONS. CHOICE OF CHICKEN OR GROUND BEEF
MOZZARELLA STICKS $7.49
CRISPY PIECES OF BREADED MOZZ SERVED WITH MARINARA DIPPING SAUCE
CHOC CHIP COOKIE $3.99

MEAL COMBOS

CHEESEBURGER
GRILLED ALL-BEEF BURGER TOPPED WITH AMERICAN CHEESE, FRESH LETTUCE, AND PICKLES SERVED WITH FRIES. NO SUBSTITUTIONS
$12.99

JUMBO HOT DOG
ALL-BEEF, JUMBO HOT DOG SERVED WITH FRIES
$9.99
$14.99 (TWO)

CHICKEN TENDERS
BREADED, GOLDEN FRIED CHICKEN SERVED WITH FRIES
$11.99

CHILI CHEESE FRIES
FRIES TOPPED WITH HOMEMADE CHILI AND CHEDDAR CHEESE SAUCE
$7.99

BEVERAGES

MONSTER® ENERGY DRINK $4.99
BOTTLED WATER $3.99
REGULAR SOFT DRINK $3.99

SOUVENIR BOTTLE
¢99 REFILLS ALL SEASON LONG
BUY 1 FOR $14.99 EACH
BUY 2 FOR $13.99 EACH
BUY 3 FOR $10.99 EACH

How to Design a Digital Menu Board

Menu design is critical. **74% of restaurant customers** report that an easy-to-read menu is their top priority. To ensure you are solution maximizes its ROI, consider the following:

Install the Right Display

The screen size and location influence how easily a customer views your content. So, explore this **screen guide** and identify the best display for your restaurant's layout.

Determine How You Will Create Content

You can outsource menu creation to a professional designer or customize the available templates by adding your menu items and prices. Both approaches have pros and cons, depending on your budget, the number of employees, and preferences.

Adjust the Font, Colors, and Backgrounds

Digital signs show a broad range of content, from graphs, presentations, videos, still images, social media feeds, and animations. As such, companies have limitless opportunities to wow and engage staff and reduce turnover.

Brand Your Content

Your menu board content should have your logo, brand colors, and images. In this way, patrons easily remember your brand long after leaving your premises and are likely to return.

Get Creative

Bland menu boards are easy to ignore, unlike gifs, social media feeds, and animations that keep people glued to your screens. However, too much clutter and movement is a distraction, so avoid too much moving content.

Who Should Use Digital Menu Boards

There are numerous markets that can benefit from the efficient and streamlined workflow of digital menu boards, including:

Fine-Dining and Family-Style Restaurants

If your restaurant category falls into fine dining, use digital signage to keep guests abreast of their wait times or showcase the chef's special of the day. Additionally, fast food chains like Mcdonald's can reduce wait time, improve order accuracy, and enhance customer satisfaction.

Coffee Shops

Digital menu boards have numerous applications in coffee shops, from showing off how you prepare the coffee to taking customers through the sourcing process for your coffee beans. Additionally, promote specialty drinks and keep patrons entertained with creative animations.

Fast Food Restaurants or QSR

Typically, quick-service restaurants have discounts, items on sale, and special offers depending on the season. Digital menus quickly update with a click of a button, and you can run promotions to increase sales anytime.

Bars

Bars can use digital menu boards for advertising happy hours and specials, highlighting upcoming events, running Instagram posts, and displaying reviews.

Food Trucks

Food trucks are trendy in the U.S., with **more than 35,000** nationwide. However, you must stand out with competing with other food trucks, restaurants, and grocery stores. People gravitate towards bright screens, and you can leverage digital menus to attract traffic and drive sales.

Donut Shops

Digital signage will revamp your marketing efforts by promoting products in an irresistible format. In addition, you save on printing costs and update menus in a quick and hassle-free way.

Healthcare Centers

Digital menu boards will streamline the operations of your hospital cafeteria by allowing real-time edits from anywhere. Create dynamic menus that show options, pricing, nutritional guides, and specials.

ONLY THE FRESHEST INGREDIENTS

	8"	10"	12"	14"	16"
ONE TOPPING	11.45	11.45	15.45	20.95	22.50
TWO TOPPING	12.75	12.75	16.75	22.75	24.00
THREE TOPPING	13.75	13.75	17.85	24.55	25.50
FOUR TOPPING	14.75	14.75	19.25	26.75	27.00

6" - Giant
$29.50

- Anchovies
- Bacon
- Canadian Bacon
- Green Deli Olives
- Black Olives
- Ham
- Jalapeno Peppers
- Linguica
- Mushrooms
- Red Onions
- Yellow Onions
- Pepperoncini
- Green Peppers
- Pepperoni
- Pineapple
- Salami
- Sausage
- Seasoned Beef
- Tomato

SALMON & TERIYAKI RICE BOWL
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

12.50

Cole's CAFÉ

Fitness Centers

Many gyms offer health-focused food services to serve fitness-oriented customers. Digital menu boards are perfect platforms to promote supplemental snacks like protein powders, shakes, bars, and healthy meals with nutritional information to help gym attendees reach their health goals.

Corporate Offices

Many large companies have cafeterias, where employees congregate to socialize as they have their meals. Furnish your office cafeteria with digital menu boards to display all menu items and hasten employee decision-making.

Hotels

If your hotel has an on-site restaurant, install menu boards to inform guests of their meal items. Usually, digital menus support dayparting, where the displays change the available products based on the time of day.

Retail

Convenience stores, supermarkets, and drug stores are among the retailers adopting digital menu boards to improve sales. Digital menus enhance the customer experience because consumers can see what's on offer and make quick decisions.

Government

Digital signage in government cafeterias adds a modern touch and impresses customers. Use menu boards to advertise main dishes, desserts, and fruit drinks and add appetizing images to drive impulse purchases.

Sports Arenas

Digital menu boards keep lines moving at concession stands by displaying all menu items. Further, digital menus update in real-time, so you can remove items that have run out instead of disappointing customers.

Educational Institutions

Digital menu boards in school cafeterias make students more informed about their food choices. As it stands, students are surrounded by digital imagery and need stimulating visuals to pay attention. So, transform the blank walls in your school cafeteria with vivid screens that engage students at mealtimes.

Use Cases

A restaurant menu board is a versatile tool to help you reach your business goals. The use cases for digital menu boards include the following:

Boost Sales

Digital menu boards grab attention quickly and influence a customer's purchase decisions. By displaying limited-time discounts, bundled offers, best-selling products, and special promotions, you entice a patron's appetite and increase sales by as much **as 33%.**

Reduce Wait Times

Often, diners are unsure of what to order and ask employees about different offerings, leading to long queues. A menu display shows all your menu items and suggests pairings to encourage quicker decisions. Moreover, digital signs display entertaining content as patrons wait for food to reduce perceived wait times.

Promote Your Brand

Digital menu boards promote brand consistency by incorporating your logo, colors, fonts, images, and other brand elements. If you run a multi-location franchise, you can ensure that all branding messages and menus are in sync.

Streamline Operations

Digital menu displays eliminate printing costs and spare employees from writing new items on special boards. What's more, customers will have fewer questions because they see everything on the digital boards, letting staff focus on the customer experience.

Automate Menus According to the Time of Day

The dayparting feature in your software comes in handy when changing menus based on the time of day. Basically, menus change when it's time for breakfast, lunch, happy hour, and dinner without requiring manual updates.

Content Apps

Digital Menu Boards are the best way to grab the attention of your customers. Showcase your food selection and more utilizing these content apps:

Menu
Customize menu board templates with your entire menu, images, fonts, and pricing

Images & Videos
High-quality images and interesting videos are great at promoting offers and discounts

QR Code
QR codes let diners download menus or view offers on their phones

Social Media
Social media feeds from Instagram, TikTok, Pinterest, and Twitter maximize customer engagement
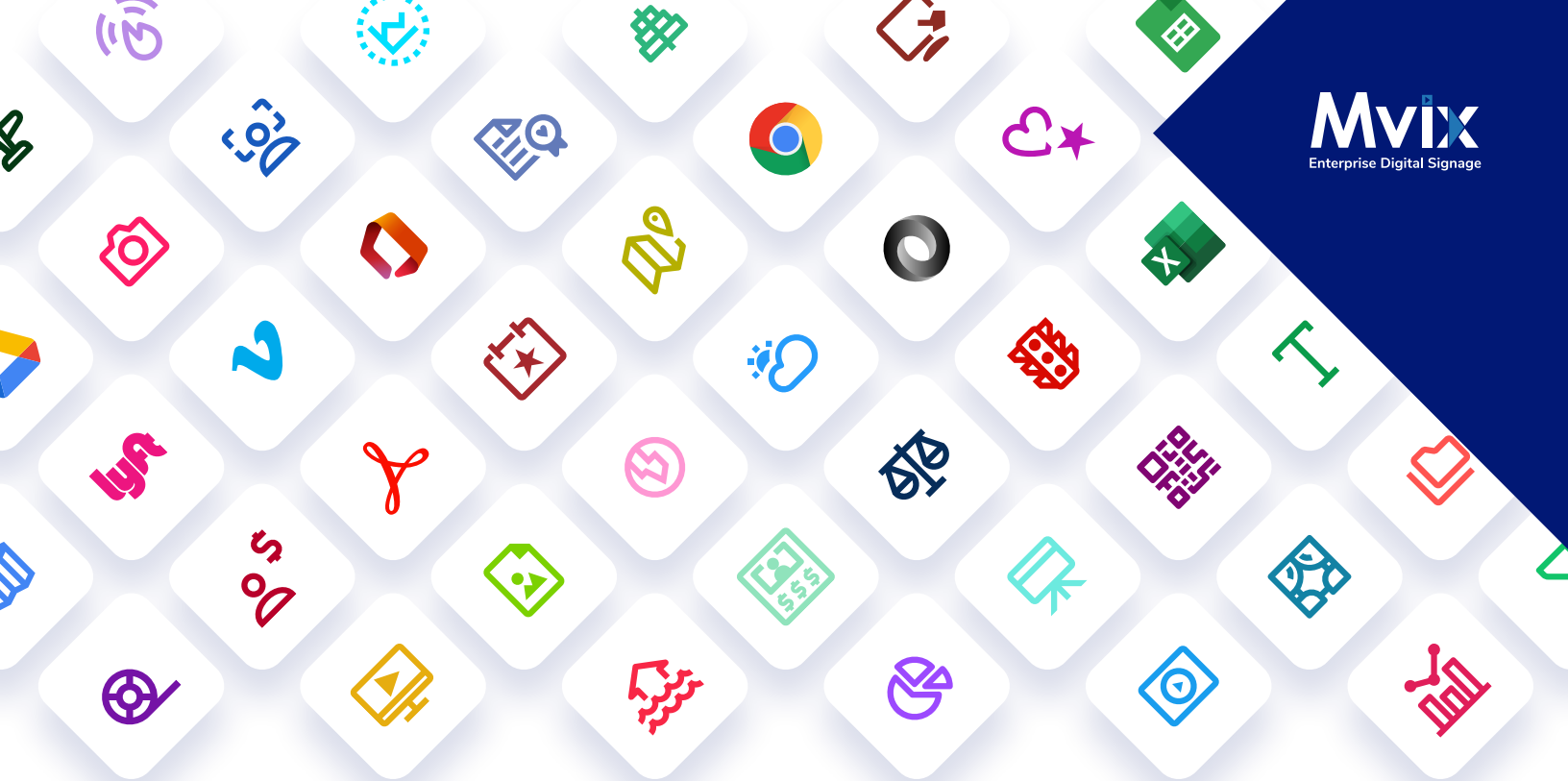
Remote Reboot

Allows you to reboot devices from any global location.

Sports Live Scores

Excite patrons with live stats for major sporting events

Event Listings

The event listings app integrates with calendar applications to showcase upcoming events

News

Display news feeds from food networks and general broadcasts

Queue Management

Show real-time queue status, call customers by name, and entertain waiting customers.

Web-URL

Show off your website and pull other content from any other web URL

Weather

Highlight live weather conditions and forecasts

Scrolling Text

Show offers, specials, new products, and other announcements via scrolling text

SUCCESS STORIES

APPETIZERS

MOZZARELLA STICKS $7.99
5 pieces served with marinara sauce.

FRIED MUSHROOMS $5.79
Served with bleu cheese.

PIZZA LOGS $7.99
4 pieces served with marinara sauce.

GARLIC PARMESAN PIZZA LOGS $8.49
4 pieces served with marinara sauce.

DYNO ROLLS   **4 PC** $8.49   **6 PC** 12.69
Pizza Logs dipped in Buffalo sauce.
Served with bleu cheese.

GARLIC PARM CHICKEN FINGERS $8.49
4 pieces served with bleu cheese.

BUFFALO CHICKEN FINGERS $8.49
4 pieces served with bleu cheese.

CHICKEN FINGERS $7.99
4 Pieces served with one of the following sauces: barbecue, bleu cheese, buffalo hot or mild, country sweet mild, honey mustard, ranch, sriracha BBQ, sweet heat, boss sauce, garlic parmesan, and sweet chili.

CHEESE QUESADILLA $7.99
Cheddar and mozzarella cheeses, tomatoes, red onions, salsa and sour cream served on the side.

CHICKEN QUESADILLA $10.49
Grilled chicken, cheddar and mozzarella cheeses, tomato & red onion, salsa & sour cream on the side.

BUFFALO QUESADILLA $10.49
Chicken fingers, cheddar and Buffalo sauce.
Served with a side of bleu cheese.

STEAK QUESADILLA $10.49
Shaved steak, sautéed peppers and onions, mozzarella cheese, salsa and cream served on the side.

BEEF TACO $3.00
Soft or hard shell, lettuce, tomatoes, cheddar, side salsa & side sour cream

CHICKEN TACO $3.00
Soft or hard shell, lettuce, tomatoes, cheddar, side salsa & side sour cream

SIDE ORDERS

FRENCH FRIES $4.99

HOMEFRIES $4.99

MACARONI SALAD $4.99

COLESLAW $5.49

BAKED BEANS $4.99

SEASONED CURLY FRIES $5.29

GARLIC PARM FRIES $5.49

ONION RINGS $5.49

TATER TOTS $5.29

SWEET POTATO FRIES $5.29

CHEESE FRIES $5.99

MELTS

CRISPY CHICKEN RANCH MELT $8.99
Chicken fingers, bacon, tomato, cheddar cheese and ranch dressing. Served on a sourdough bread.

TURKEY CLUB MELT $8.99
Grilled turkey with bacon, american cheese and tomato. Served on a sourdough bread.

RANCHERO MELT $8.99
Grilled chicken breast, bacon, cheddar, tomato, red onion, ranch dressing and jalapenos. Served on a sourdough bread.

HAM MELT $8.99
Ham, swiss, tomatoes. Served on sourdough bread.

HAM & TURKEY MELT $8.99
Ham, turkey, swiss, tomatoes. Served on sourdough bread.

TUNA MELT $8.99
Tuna salad, tomatoes, and American cheese. Served on sourdough bread.

PATTY MELT $8.99
Beef patty, grilled onions, and American cheese. Served on rye bread.

CORNED BEEF REUBEN MELT $18.99
Corned beef, sauerkraut, swiss cheese and thousand island dressing. Served on a rye bread.

SHAVED STEAK MELT $8.99
Shaved steak, grilled onions, mozzarella cheese, and steak sauce. Served on a sourdough bread.

GRILLED CHICKEN MELT $8.99
Grilled chicken breast, bacon, tomatoes, and American cheese. Served on sourdough bread.

TURKEY REUBEN MELT $8.99
Grilled turkey, swiss, sauerkraut, and thousand island dressing. Served on sourdough bread.

Morey's Piers and Waterparks

Morey's Piers is one of the largest seaside amusement parks in the Western Hemisphere. Managing the pricing displays and maintaining marketing materials for the 36 different locations was taking up too many resources for the park's marketing department. Mvix implemented networked digital signage screens and video walls concessions and dining facilities. They were all managed from the same platform.

As a direct result of the digital signage network, average transaction times decreased by almost 50%. Additionally, the overall revenue continued to grow. By using digital signs to display ticket prices and menus, Morey's Piers staff calculated that average transaction times decreased.

Further, overall revenue continued to grow. Instead of prolonging every transaction with an explanation of the different ticket options, customers were now getting the information they needed. In conclusion, this was a clear indication that the sales process had become more efficient.

If you would like to read the full Success Story, you can view and download it here.

Market Creations

Market Thyme & Market Creations are one of many fast-casual restaurants owned and operated by founder Bryan Choi. As one of the fastest-growing segments in the food-service industry, fast-casual appeals to young professionals. Additionally, young professionals gravitate towards a contemporary lifestyle. Market Creations was looking to deploy this strategy by upgrading digital menu boards. The deployment would be for all of their Market Thyme and Market Creation locations. They also needed to control their digital menu boards from their corporate office.

The centerpiece of this project was Mvix digital signage screens, menu boards, and dynamic video displays installed across all locations in Chicago and Cleveland. Large-panel digital screens displayed content such as menu information in place of traditional paper menus and signboards. As a result, it enabled dynamic content updates keeping the menu information fresh and relevant.

Additionally, their dynamic menu board systems are managed remotely from the corporate office located in Chicago downtown.

If you would like to read the full Success Story, you can view and download it here.
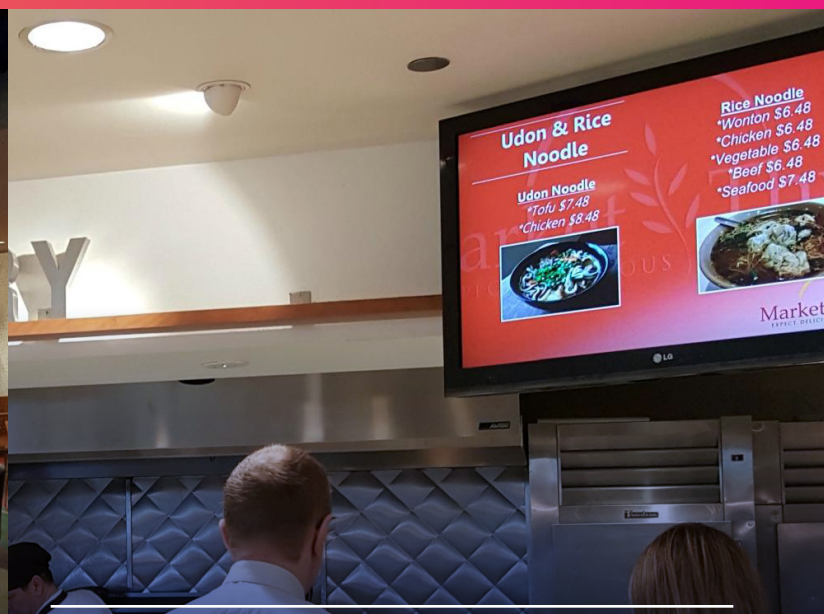
Romeo Community Schools

Educational institutions are among the top investors in digital signage, and Romeo Schools are no different. Principally, Romeo Schools wanted a digital signage system with remote control to manage screens in its nine individual schools.

Mvix was the ideal platform because staff could schedule and customize content and focus on their tasks. In addition to installing screens in the lobbies and hallways, Romeo Schools added digital menu boards in the cafeteria to broadcast meal varieties to students.

If you would like to read the full Success Story, you can view and download it here.

Fremont School District

Fremont School District adopted digital signage to streamline operations when opening a new high school. Like most schools, Fremont was using static menu options and wanted to improve the flow of traffic during lunchtime hours. Even though the district was overwhelmed with work, they hoped that digital signage would improve future efficiency.

After speaking with other companies, Fremont School District decided to go with Mvix. As a result, the district can upload a 40-day lunch menu rotation, which takes about an hour to accomplish. After just six months, students and staff have already noticed the benefits.

For example, when they enter the dining area, the digital display clearly displays food choices – and students get into the correct line quickly and efficiently.

If you would like to read the full Success Story, you can view and download it here.

Shipley Do-Nuts Castle Hills

Shipley Do-Nuts chain offers over 60 varieties of the finest Do-Nuts and kolaches in the business, and it has expanded to over 300 locations throughout six mid-southern states. They needed a pocket-friendly solution that would produce high-quality content with ease, add visual appeal to the shop, and deliver dynamic menu content in a timely fashion.

They also needed a solution that was easy to manage. This meant the digital menu board system needed to be easily accessible, flexible, and scalable with features such as playlist management and comprehensive scheduling and day-parting. Each of these requirements was fulfilled by Mvix's digital menu board solution.

With the new digital menu boards, Shipley Castle Hill has seen improved engagement with its customers, reduced printing costs, and they've been able to manage menu items efficiently.

If you would like to read the full Success Story, you can view and download it <u>here.</u>

Chocolate Shoppe Ice Cream

Chocolate Shoppe Ice Cream is Wisconsin's premier super-premium ice cream destination that's over 50 years old. Chocolate Shoppe Ice Cream wanted an option to automate and tailor menu boards to specific store locations, as well as raise awareness for their budding portfolio of ice cream offerings.

Chocolate Shoppe Ice Cream's selection of Mvix digital menu boards was focused on ease of use and accessibility to customer service. The simple user interface of the Mvix solution and the ease of updating content were the most important draw to the Mvix software solution. Within a few days after purchase, Mvix's systems were up and running and it did not take long for Kaia and her team to purchase additional systems.

**If you would like to read the full Success Story, you can view and download it _here._**

Fun Fore All

Fun Fore All is a family entertainment center outside of Pittsburg, PA, that hosts kids' birthday parties, family-get together, and special events. The center reached out to Mvix to upgrade its traditional signs with more appealing solutions.

Particularly, Fun Fore All wanted digital menu boards at its concession stands that were easy to update. After installation, the center found that the menu boards were cost-effective and enhanced the visitor experience.

If you would like to read the full Success Story, you can view and download it here.
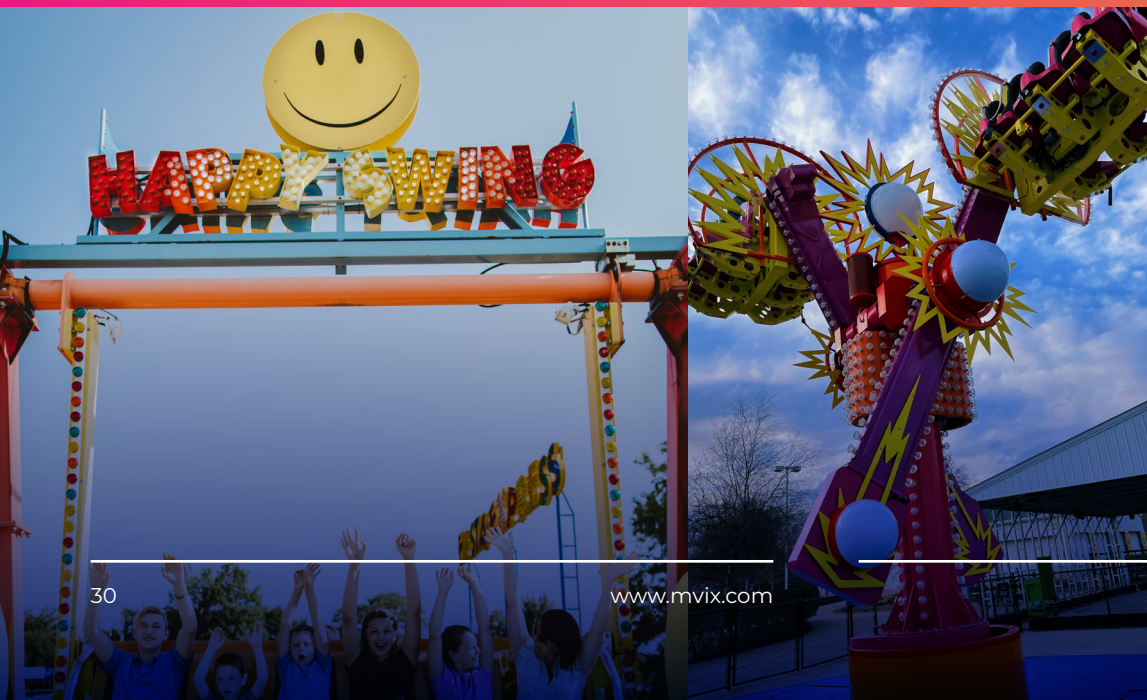
Planet Pizza

Started in 1991 by three brothers, Planet Pizza has grown to include 11 restaurants scattered throughout Fairfield County, CT. Its owners noticed that traditional, paper-based signage was becoming both costly and inconvenient to update. "We felt digital signage was a good option because the cost of traditional signage has gotten so expensive," said Joseph Rocco, one of the brothers in charge of Planet Pizza. "Menu edits required signage changes and the logistics of implementing changes across 11 locations became burdensome."

After some market research and field tests for quality digital signage options, Planet Pizza decided on the Mvix digital signage solutions. Its players offered a wide array of features and incredibly low start-up costs. Furthermore, Mvix's solution came with a clear HD LCD display, internet-based scheduling for remote updates, and no subscription fees.

If you would like to read the full Success Story, you can view and download it here.

Ewald's BBQ

Ewald's BBQ is renowned in Perryville as the oldest family-owned restaurant. Previously, Ewald's BBQ used slide-in wording to highlight menu items, which was unappealing and inefficient. Hence, the restaurant turned to Mvix for a digital solution to its signage challenges.

Mvix menu boards have transformed the diner by showcasing the full menu, including its award-winning milkshakes and malts. As a result, patrons make quick orders and take advantage of the discounts and specials.

If you would like to read the full Success Story, you can view and download it here.

www.mvix.com

Enhance Your Branding and Communication

With one of the potential benefits of digital menu boards being an increase of 31.8% in sales volume, it's no wonder more and more restaurants are adopting this solution. With the added benefits of an easily adjustable menu and scheduled display times, you can take greater control of what you show your customers.

Now is the perfect time for food and beverage businesses to experience the digital age.

www.mvix.com

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Mvix
Enterprise Digital Signage | More Content.
Better Engagement.