

# RESTAURANT AND BAR APPLICATIONS

Menu boards, customer facing, cross-selling and brand messages

*People are eating out more than ever before, and restaurateurs are beginning to embrace digital signage as a way of enhancing their image, the overall atmosphere and increasing revenue.*

Digital signage is having a huge impact on the restaurant and bar business. Whether you are a fast food establishment, fine dining destination or the local watering hole, digital displays can not only provide info on specials and other menu items, in a lot of cases the digital signs add to the ambience of the restaurant.

Subtle low key digital displays can highlight desert and drink specials or provide information on other menu items. In a fast food environment a digital sign at the point of purchase can provide uplift in the sales of deserts, shakes, drinks etc.

## WHAT DIGITAL SIGNAGE CAN DO:

- Create digital menu boards
- Promote upcoming events, bands, holiday specials, etc.
- Allow patrons respond to promotions using their phones
- Display welcome messages in the lobby for parties
- Reduce perceived waiting times by keeping patrons entertained
- Suggest monthly cocktail, happy hour and menu specials with vivid images and animation right in front of your customers
- Sell advertising space to related vendors and third-party organizations to recoup your investment faster, spark interest in customers and expand your marketing reach
- Display suggested items, combos and specials to customers in line before they get to a register, decreasing wait times and increasing sales of your most profitable offerings
- Fast food establishments can display the most profitable suggestive-sell items, combos and specials to customers in line before they get to a register, decreasing wait times and increasing sales



Visit our website today to find out more about the advantages of digital signage

*Digital signage menu boards from EDN guarantee immediate ROI by removing the graphic design and printing costs associated with repeated price and menu changes.*



### **Digital signage is COST-EFFECTIVE**

Eliminating the need to print and distribute static signs each time your message or campaign changes saves on costly printing and distribution fees. Operations can be done in house or outsourced. No heavy logistics. No more hours lost reprinting outdated or erroneous materials.

### **Digital Signage is CENTRALIZED**

Control all of your screens from one central location, ensuring quality and consistency, while requiring minimal resources to operate your digital signage network.

### **Digital Signage is FOCUSED**

Your content dynamically changes to deliver a focused message to your targeted audience at each point of playback (location).

### **Digital Signage is DYNAMIC**

Digital signage can be interactive and dynamically changed to meet the demographics of your audience.

### **Digital Signage is VERSATILE**

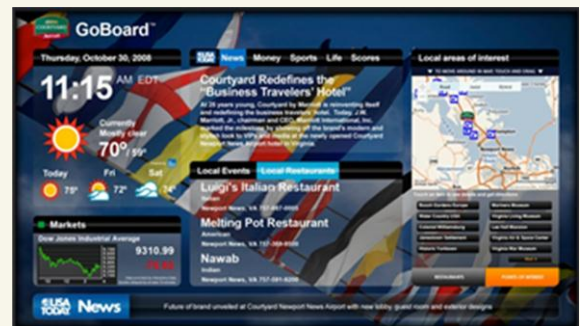
From menu boards, to bank and corporate lobbies, to airports, to dental and medical offices – digital signage offers a versatile solution for you to communicate your message to your audience. Start with one digital sign and later expand to several.

## **WHAT IS DIGITAL SIGNAGE?**

Digital signage is a network of customizable displays that can be controlled electronically using a computer, allowing content to be changed remotely for the most targeted messaging possible.

Digital signage is used for a wide variety of purposes including customer facing and employee facing applications such as advertising, enhancing customer or employee experiences, influencing audience behavior, brand building, interactive kiosks, up selling products and services, etc.

Deployments can be found in such diverse locations as retail outlets, doctor's offices, restaurants, corporate and school campuses, sports venues and even gas stations.



## **Digital Signage is ATTENTION GRABBING**

Getting the attention of your audience is the most important part of any display. With "video-like" digital signage, viewers are not only more likely to notice your dynamic sign but research shows they are more likely to receive the message and act on it.