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## Dynamic Restaurant Communication is key to Bottom-line

People are eating out now 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 in Restaurants & Bars is becoming standard for:

- Digital Menu Boards
- Vendor / Partner Advertising
- Displaying Nutrient & Calorie information
- Branding & Customer Entertainment

Digital signage menu boards guarantee immediate ROI by:

- Removing the cost of repeated price and menu changes
- Removing the cost of expensive printing, shipping static boards
- Reducing artwork and graphic design expenses
- Adding efficient methods to adhere to new regulations
- Economical combination of software, hardware and support services
- Animating menu item transitions / rotations helps you up-sell
- Increase revenue by cross-selling partner products



Maximize your relationships with your patrons with customized welcome screens while offering drink and menu specials. Dynamically promote dinner specials and high-margin menus like appetizers, cocktails and wines.

A video feed via the Digital Signage System in a zoned-window, leaves the rest of the screen's "real estate" available for high-profile, messaging and advertising. Logos can be displayed in a corner, sponsorships can be run in a crawl line and an animated Advertisement of your wine selection can run on the side. Often times a supplier to the dining/sports bar facility will divert co-op advertising dollars to dynamic video showcasing rather than print advertising.