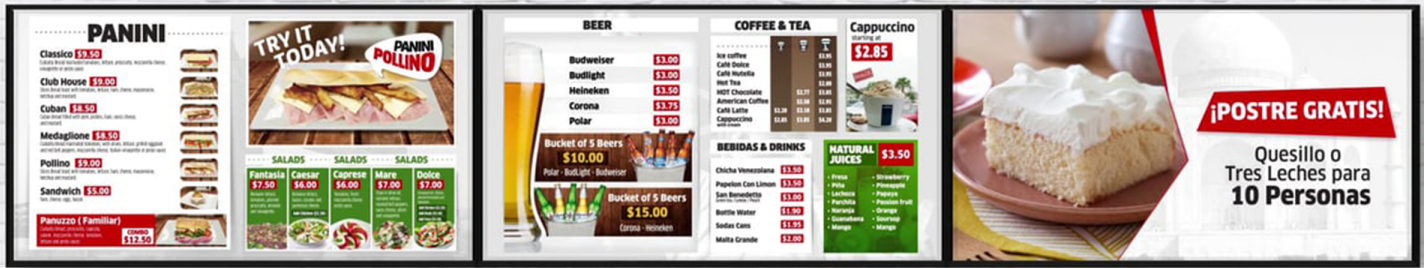## Digital
## Menu Boards



## Benefits

◉ A **results driven** solution for displaying high-impact digital menus

📢 **Increases** your ticket amount by spotlighting high-margin listings

◎ Dramatically **improve** your brand identity with digital menu boards

🗄 **Improves** your table turn-over rate by clearly displaying your menu

⚡ **Easy** digital menu updates and management using your iPhone!

Create the craving in your customers the moment they enter your establishment with AdSlide™ Digital Menu Boards. This exciting all-in-one digital signage menu board solution creates visual stimulation and will enable you to promote your highest margin food items, better upsell specials, and advertise upcoming events to each and every customer.

## Additional Uses

With this solution you can choose from over 17+ immersive digital menu board features plus an unlimited combination of distinctive menu board media zones for featuring:

▌ Impactful Full Motion Graphics Menu

▌ Engaging Food Combos with 3D Effects

▌ Sharp and Clear Menu Board Listings

▌ High Definition New Individual Food Items or Drinks

▌ Delicious Desserts & Appetizers

▌ Happy Hours Specials

The image above shows an ideal set of digital menu board. It is effective because:

▌ All images are HD and taken with a digital camera
▌ Proper spacing was allowed for items, pricing and descriptions
▌ The categories and items were not jammed on to one display
▌ They used the proper selection of font style and sizing text

## Getting Started

Creating a digital menu board takes time and an acute attention to detail. To receive pricing and further information on a digital menu board system we need answers to these three questions:

1. How much available space do you have for the menu's?
2. How large is your menu (please provide a copy of menu or list of all items)
3. What style would you like the digital menu board to have?

## Professionally Designed

Once we have received a copy of your menu and HD images of the items you want to be displayed our design team will work with you to create an engaging eye catching menu board.

▌ You won't have to spend time customizing template or learning about software
▌ Your brand colors, font style, colors, and other branding requirements will be included
▌ You will receive an out-of-the-box ready to use system that when powered on will automatically begin playing your menu



Style
## Chalkboard

- Clean modern look
- Menu items are organized into categories
- Several sections for rotating food images can be added
- This design works well w/ menus that contain lots of items w/minimal images



Style
## Color Combination

- Menu items are organized into color coded categories
- Rotating food images can be added to menu categories
- It looks easy on the eyes & highly visible
- This style menu works well with menus consisting multiple categories of food



Style
## Quick Order

- Ideal for menus that consist primarily of food combinations / platters
- Smaller menus with less items work well for this style
- Well taken HD food images with white background must be provided by client

**CHALKBOARD**

**COLOR COMBINATION**

**QUICK ORDER**

# Specifications

## AdSlide™ Software and DSB Media Player

| | |
|---|---|
| DSB Certified Media Player (4.5" x 4.5" x 2") | Intel i3, 4GB, 64GB, HD Graphics 5500, Voltage and Temperature Sensing, W10 |
| 36 Month DSB Media Player Warranty | Included with AdSlide™, TouchPlus+™ and Waytouch Premier™ DSB Media Players |
| Proprietary Digital Sign Software | Lifetime software license with AdSlide™, TouchPlus+™ and Waytouch Premier™ |
| Unlimited Cloud-Based Content Updates | Remotely edit, change and manage the media zones of the digital signs content |
| No Recurring Charges | No monthly or yearly fees to make edits to content or use the software |

## Professional Creative Design and Set-Up

| | |
|---|---|
| Total Custom Content Design and Creation | No hidden costs, limits to design time, and no limit of 'slides' |
| Complete Satisfaction Guarantee | The final product does not ship until client provides final approval of content and its layout |
| 5 Phase Design Process | Comprehensive revision process that ensures your design needs and objectives are meets |
| Custom Branding | All content is branded with clients logo, color schemes and other branding requirements |
| Plug and Play Set-Up | Complete initial creative design, programming, and content is set-up and pre-configured |
| Unlimited Combination of Media Zones | No limit to the total number of features or widgets you can incorporate into the content |
| Unlimited News, Sports and Weather Feeds | Free real-time scrolling tickers, website feeds and other RSS feeds |

## Unlimited Media and Messaging Zones

| | |
|---|---|
| Corporate Communications | Share new procedures, HR, employee news, announcements and other updates |
| Digital Menu Board | Sharp, clear HD digital menu with images, description and pricing. Dayparting available |
| Standard Map | Facility map with optional tenant names, suite numbers and additional information |
| Digital Directory | Per floor, name, suite, images, contact information and more |
| Local Area Map | Spotlight restaurants, shopping, attractions and more with descriptions and directions |
| Events and Meeting Calendar | Share and update daily, weekly, monthly or annual scheduled activities |
| Amenities and Services | Share facility information, spotlight premium services or upsell accommodations |
| Web Site Integration | Connect a specific section of your organization's website into the digital signs content |
| Media Gallery | Images, videos, power point, slides, flyers or any other.PNG file can be used |
| Advertisements and Sales | Sell more! Promote current or upcoming sales, specials, products or services and more |
| Slideshow of Images | Enhance the appearance of the content with a series of welcome slides, images and more |
| Local Transportation | Valuable transportation information: bus, train, shuttle services, bike rental and more |
| About Us | Add information about your establishment, history, mission, goals and more |
| Company Logo | Your branding colors, logo and other requirements will be creatively incorporated |
| Local Time, Date and Weather | Live and accurate weather. Daily or weekly forecasts can be displayed |
| Social Media | Twitter, Facebook, LinkedIn, Instagram and other social media feeds |
| Emergency Notification | Real-time updates: Amber Alerts, National Weather Service, FEMA and FCC streams |
| News, Sports and Stocks | Examples: CNN, ESPN, Yahoo, New York Times, Reuters and any other RSS feed |
| Outlook / Google Calendar | For automatic syncing and updates of events, meetings or conference room availability |

## Support and Training

| | |
|---|---|
| Complete Initial Step by Step Training | 120-minute training session occurs after the installation of the digital sign |
| Dedicated Account Specialist | Unlimited direct access to a support specialist located in the United States |
| 12 Month Support | Tier 1, 2, 3 total support. Nationwide Monday through Friday 8 am to 5 pm CST |
| Total Post Deployment Support | TeamViewer is loaded onto DSB media player - our team can view, access and support |

# FAQs

**1. DSB media player warranty?**
36-month

**2. Is this system scalable?**
Yes

**3. Any hidden costs?**
No

**4. Do you offer installation?**
Yes, per your request

**5. How is the system connected?**
WI-FI or Hardline

**6. Do I have to pay required annual software or cloud hosting fee?**
No. All standard packages do not require SaaS fees

**7. Who do I call if I have questions?**
You will receive a dedicated support specialist to call

**8. Is software support included?**
Yes, 12-month software support. Additional 12-month support packages can be purchased

**9. Is training included?**
Yes, after the directory installed we will walk you through using the system and how to make edits

**10. Who will set-up the initial content?**
Included with the directory package is complete custom content creation. Our creative team will design and set-up all media zones and for you

**11. What is average lead time for content creation?**
4-6 weeks

**12. Before purchasing, can I see demo?**
Yes, a webinar can be scheduled to review the solutions in depth plus actual demos can be sent to you for viewing

**13. What are media zones?**
A media zone is a section of the screen that features a particular type of content. Another word used for media zone is features. Rotating images, event schedules, notifications, corporate news, streaming news feeds, and a directory are examples of media zones

**14. Limit to content creation?**
There is no limit to initial project design time hours, slides or graphic design. All-inclusive graphic design set-up and software configuration is included

**15. How does my logo, branding, and company information get added to the content?**
When placing your order let us know what media zones you would like, provide your logo and other branding requirements. Our design team will creatively incorporate everything

**16. What type of news feeds can be displayed?**
Examples of include ESPN, Yahoo, New York Times, Reuters, etc. No recurring fees for news feeds

**17. How are the media zones managed?**
Images, product brochures, video commercials, PowerPoint files, PDFs and other media files can be featured in the gallery. You can delete and add digital media files using Google Drive