

The 2013 guide to Digital Menu Boards



eclipse digital

Burger Meal



£3.99

Hot Dog Meal



£3.79

Milkshake



£1.79

QSR

Ed

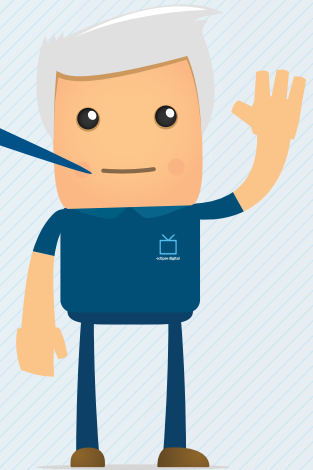
Why Digital Menu Boards

Digital Menu Boards provide you with a cost effective way easily update and quickly change your menu board content. They provide your business with the opportunity to reduce menu printing costs, increase sales through up-selling, instantly change promotional items and ultimately give you the flexibility you need.

Key Features:

- Central and local updating of menu boards
- Easy & quickly update content
- Easily keep in line with government food & drink legislation
- Reduce menu printing costs
- Automatically schedule content to appear at certain times of day
- Provides a visually stimulating and engaging way to display menu content
- Improve your operational efficiency

CapEx Facts:
88.5% of businesses
have recouped their
investment in less
than 2 years.*



*April 2012 survey by QSRweb.com, fastcasual.com, digitalsignagetoday.com and NEC

EMBED USB

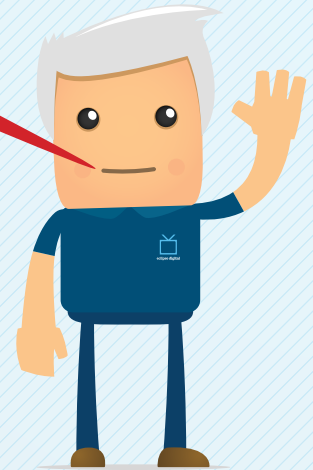
An integrated HD media player within a commercial grade screen, that can be easily updated via USB. These displays can playback images and video simply by uploading your content from a computer onto the USB Memory Stick, inserting the USB into the screen to upload and automatic playback begins.

EMBED USB provides the ability to set basic schedules of content as well as providing the ability to set the play order, start and stop times and interval time between each slide, giving you complete control over the playback of your digital signage.

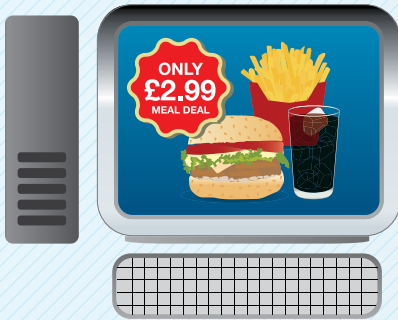
Key Features:

- Easy to use and quick to set up
- USB updated content
- Playback of images and video
- Basic scheduling and playback functions
- Internal displays available in 7" to 82" (totems 40" to 82")
- Exterior totems available in 46" to 65"

PRICES
FROM ONLY
£156

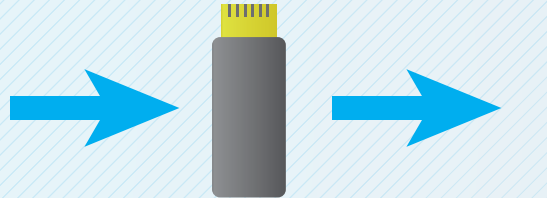


1



Create jpg or video
content on your PC

2



Upload content
to USB Stick

3



Copy content to each
individual display
directly from USB Stick

EMBED Subscription

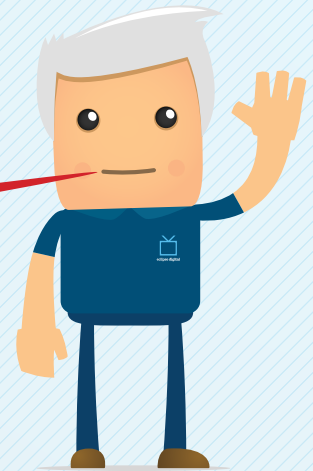
Using a ONELAN subscriber digital signage media player you subscribe to receive content from the EMBED CMS. You choose your desired channel of content from our pre-built menu board templates. Once subscribed you then have the ability to log in locally to change specific content to suit your needs, such as menu items, logos and pricing.

Key Features:

- Instantly and easily edit content locally
- Month by month rolling contract - no long term ties
- Choose from a wide selection of menu board templates
- Low monthly cost

**Requires ONELAN subscriber digital signage media player, internet connection and AV display*

PRICES
FROM ONLY
£20
PER MONTH



1



Log in to edit locally controlled content

2

Embed CMS publishes template layout channel



Network



HDMI or DVi

The media player is updated

3



The display updates information instantly

EMBED Standalone

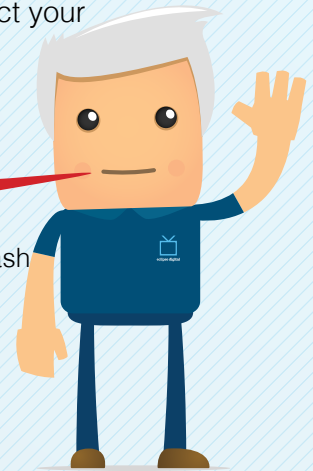
The fully networked digital menu board solution. Using ONELAN digital signage media players and Content Management Server (CMS) you can control an unlimited network of digital menu boards. Set up different channels of content to be displayed in various locations and publish with a single click. You can control all content centrally or provide each location the ability to edit specific content. It is also possible to publish content to a channel that will display differently in each location based on player local information settings.

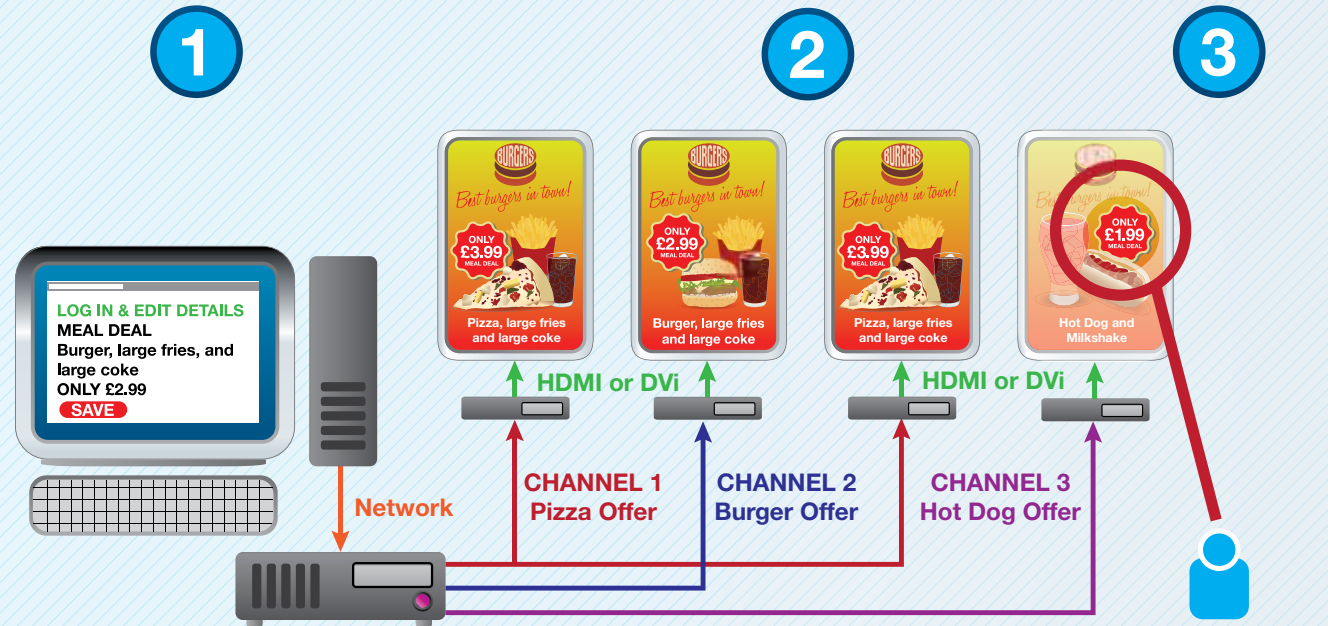
EMBED Standalone can provide you with the ability to assign specific access rights to certain users, having up to 5 concurrent users, providing you advanced content moderation flexibility. It also allows the design and testing of content to be carried out before publishing to specific live channels, meaning you can perfect your content before distributing to your network.

Key Features:

- Centrally & locally control a network of menu boards
- Quickly and easily update your content
- Playback of HTML5, CSS3, jQuery, Images, HD video, Audio, Text, RSS, Flash
- Schedule content from items in a playlist, within a zone or entire layouts
- Fully scaleable, as your business grows simply add more players
- Low total cost of ownership

PRICES
FROM ONLY
£2462





Log in to your CMS to manage, edit and distribute multiple channels of content

Your network of media players (up to 1000) update the displays immediately with the content from the relevant channel

Certain areas can be updateable locally

EMBED Add Ons

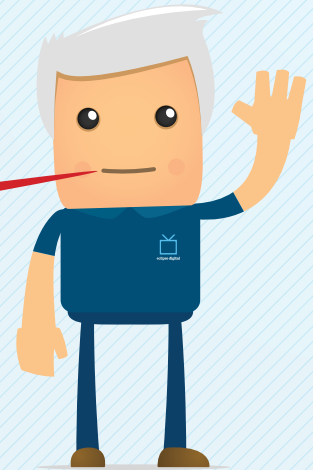
Data Collection Engine (DCE):

Update your EMBED standalone or EMBED subscription menu boards using Excel*. By using DCE* we are able to process data from Excel and distribute it directly to compatible layouts on the ONELAN digital signage hardware. Once configured, you can simply open up an Excel document, change the items within it, click save and in an instant your EMBED digital menu board will update - it's that simple!

DCE is a Windows software solution for capturing, collating and re-purposing data held in external systems for display. Data that can be processed via DCE, to be distributed via the ONELAN digital signage media players, includes SQL, XML, Text, Microsoft Exchange 2010, Google Calendar as well as Excel.

**Requires a Windows PC for DCE software and Data In License for ONELAN subscriber digital signage media player.*

PRICES
FROM ONLY
£450



Templates:

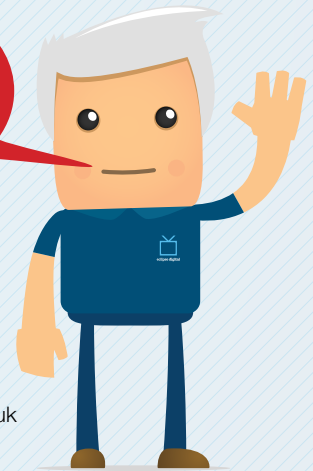
Content is king when it comes to digital signage! If you can't find the layout or content that suits your requirements or need a bespoke menu board with additional functionality, we can work with you to design, build and implement a unique digital menu board design. We can supply editable graphics for your EMBED USB solution or we can create multi zone, multi media layouts for playback on your EMBED Subscription and EMBED Standalone solutions.

With EMBED Standalone, we can develop content that can be automated based on the local temperature and by using a combination of integration via DCE and external sources we can generate your desired content to display in an easy to digest, dynamic, graphical format.

Cables, Brackets and Installation:

Need some extra cables to connect the components of your EMBED menu board solution? Need a bracket to mount your screen to? Need someone to come and install your EMBED digital menu board solution? If you need it, we can supply it!

PRICES
FROM ONLY
£500

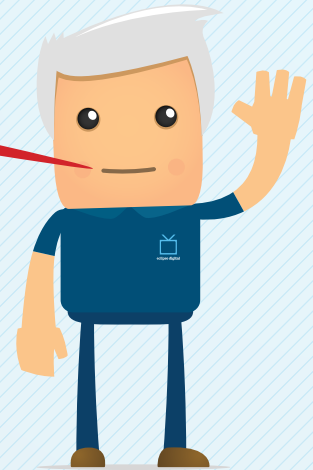


EMBED AMM

With EMBED Advanced Monitoring & Maintenance (AMM) we can remotely monitor your EMBED Subscription and EMBED Standalone digital menu board network for any potential issues. This will allow us to carry out the majority of maintenance and technical work on the ONELAN media players remotely should they encounter any issues, helping us to deliver a superior level of support for your EMBED digital menu board network.

- Presents live status' of ONELAN hardware
- Reports on hardware conditions with timestamps
- Automatic notifications when alarms are raised or lowered
- Provides an overview of channel sent / received operations
- Reporting of media playback
- Reduce on-site maintenance, reducing call out fees
- Increased up-time of EMBED digital menu board network

**PRICES
FROM ONLY
£80
PER YEAR**



EMBED TEMPLATE LIBRARY

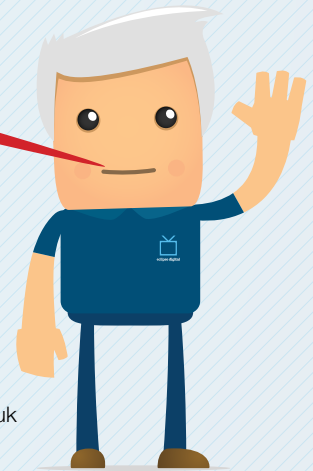
The EMBED Template Library consists of a wide variety of professionally designed and developed menu templates, and with the EMBED Subscription product you have **FREE** full access to them all.

Our templates are also available to purchase for EMBED Standalone users and as editable PSDs for those updating images for EMBED USB.

Below is a list of just a few of the templates we can provide, and we are always adding new designs. If you have a specific design requirement, just let us know!

- Coffee Shop
- Quick Service Restaurant
- Sushi Bar
- Cafe/Canteen
- Chinese Restaurant
- Indian Restaurant
- Sports Bar
- Italian Restaurant
- Kebab Shop
- Gastro Pubs
- Fried Chicken Shop
- Sandwich Shop
- Bakers

**TURN OVER
TO SEE HOW
GOOD THEY
LOOK!**



SUSHI BAR EXAMPLE



GASTRO PUB TOUCH SCREEN EXAMPLES

COMPARISON CHART	USB	Subscription	Standalone
Core Function			
AV Display Included	✓	✗	✗
Update content centrally (internet browser)	✗	✓	✓
Update content locally	USB	Internet Browser	USB & Internet Browser
Schedule content	✓	✗	✓
Multi Zone Layout	✗	✓ (template permitting)	✓
Distribute multiple channels of content	✗	✗	✓
Conditional Content Playback (weather activated etc)	✗	✗	✓
Media Playback			
Image (JPG, PNG, GIF, BMP)	✓	✓	✓
Video (MPG, AVI, MOV, MP4)	✓	✓	✓
Audio (MP3, WAV, AC3, WMA)	MP3, WMA only	✓	✓
Text	✓ (Limited to ticker tape)	✓	✓
HTML, CSS, jQuery	✗	✓*	✓
Integration with External Data Sources (via DCE)	✗	✓*	✓
RSS	✗	✗	✓
Live TV streaming & IPTV	✗	✗	✓
Flash	✗	✗	✓

* requires compatible layout template from EMBED CMS & DCE Data In License