

# The 2014 guide to Digital Menu Boards

QSR

Ed



eclipse digital

# Why Digital Menu Boards

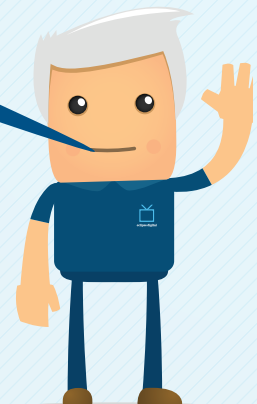
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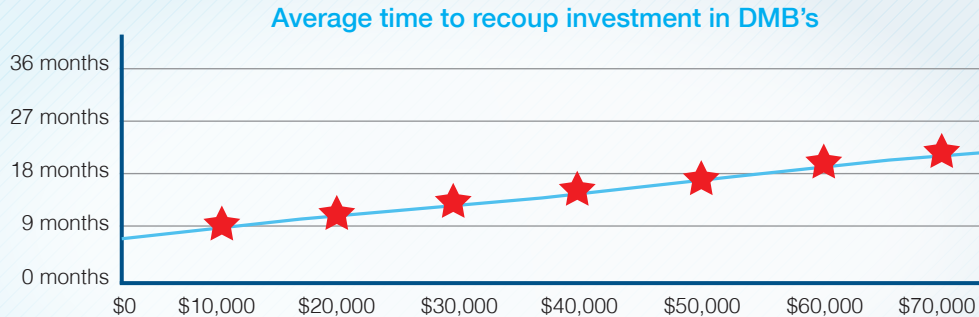
Digital Menu Boards provide a ***proven, cost effective way*** to easily update and quickly change menu & promotional content. They provide an opportunity to reduce menu printing costs, increase brand awareness, instantly change menu items and ultimately give businesses the marketing control they need.

## Key Features:

- Central and local updating of menu boards
- Easily and quickly update content - reactive & proactive
- Push content to a single or multiple locations
- Reduce menu printing costs
- Automatically schedule content to appear at certain times of day
- Provide a visually stimulating and engaging way to display content
- Improve operational efficiency
- Increase positive brand perception

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





★ = break-even point. Typically, it takes a deployer between 9 and 18 months to recoup the initial investments in a digital menu board system

*“From the examinations that we’ve done in restaurants we’ve seen varying results, anywhere from nine months to 18 months”*

Ernesto Smith, senior director of U.S. merchandising and calendar planning at Burger King

# Hard ROI & Soft ROI Benefits

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The benefits of Digital Menu Boards are broad, there is the measurable ROI of sales uplift and margin per transaction, as well as soft ROI benefits such as reduced perceived waiting times and an increase in customer satisfaction.

## Hard ROI:

- Average sales uplift of 3% - 5%
- Average increase of margin per transaction of 2.5% - 3%
- 29.5% of customers find digital menus influential for purchase of a product
- 1 in 5 people make an unplanned purchase after seeing items featured on digital screens

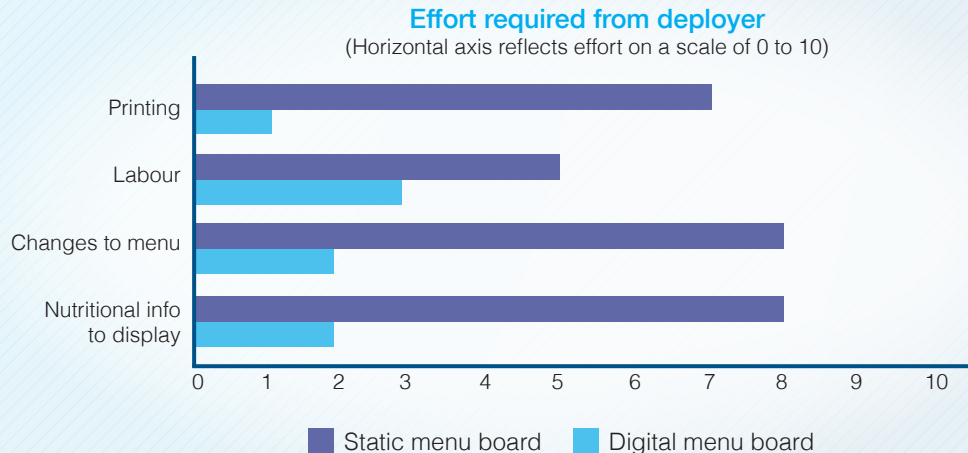
Annual sales of a given restaurant	3% increase	4% increase	5% increase
\$2 million	\$60,000	\$80,000	\$100,00
\$1 million	\$30,000	\$40,000	\$50,000
\$500,000	\$15,000	\$20,000	\$25,000
\$100,000	\$3,000	\$4,000	\$5,000

# Hard ROI & Soft ROI Benefits

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## Soft ROI benefits:

- Increase in positive Brand Perception
- 52% of customers recall seeing content on digital displays (more than TV, Radio, Online Ads, Magazines, Newspapers and Billboards)
- 59% of people who come into contact with digital signage want to learn more about the advertised topic
- Increase customer turnover by guiding purchases through content
- Brighter, eye-catching information that captivates the audience, reducing perceived waiting times
- Instantly update content allowing you to be proactive and reactive to real world events
- Improved operational efficiency:



# EU Food Law Changes 2014

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On the **13th December 2014** new EU laws will come into effect whereby food and beverage business will be *required to provide allergy information on any food sold unpackaged*, for example in catering outlets, deli counters, bakeries and sandwich bars.

The new **EU FIR 1169/2011 law** on the provision of food information to consumers provides a new challenge for food and beverage businesses to deliver key allergy information to consumers, however Digital Menu Boards can provide an easy, efficient and modern way to ensure your business complies with the new legislation.

The new EU FIR 1169/2011 legislation means food business **must declare** to the consumer if there is a food product which contains or uses an ingredient or processing aid derived from one of 14 substances or products, regardless of the level of use, unless the ingredient or processing aid is no longer present in the food in neither its original or altered form.



# EU Food Law Changes 2014

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The 14 substances or products that must be declared to consumers are:

- Cereals containing gluten (wheat, rye, barley, oats, spelt, kamut or their hybridised strains)
- Crustaceans
- Peanut
- Egg
- Fish
- Lupin
- Milk
- Molluscs
- Nuts (almond, hazelnut, walnut, cashew, pecan nut, Brazil nut, pistachio nut and Macadamia nut)
- Soybean
- Sesame
- Celery
- Mustard
- Sulphur dioxide (>10mg/kg or 10mL/L in ready to eat or reconstituted products)

Advice from the Food Standards Agency suggests that  
***“All mandatory allergen information should be available and be easily accessible to the consumer”***



**Food  
Standards  
Agency**

# embedsignage cloud

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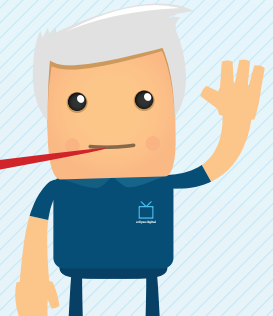
Using **embedsignage** for your digital menu boards provides you with an abundance of creative tools to manage and distribute your menu board content. Log into your account online and *update your menu boards instantly via the cloud*. Benefit from future updates to **embedsignage** free of charge, a wide choice of reliable hardware (including tablets) to display your menus on as well as a simple to use software interface.

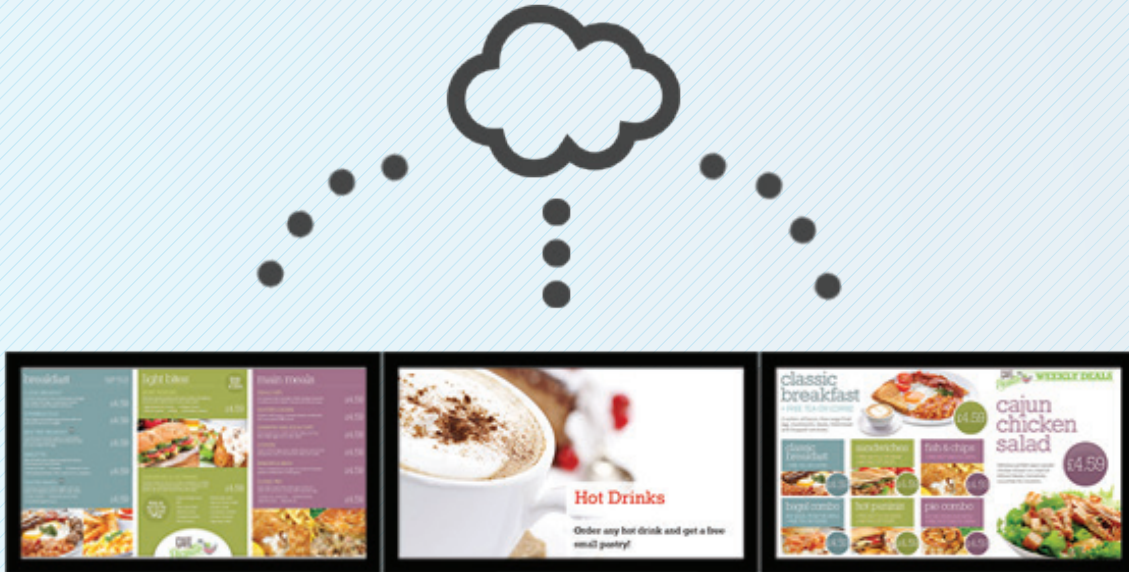
## Key Features:

- Publish to iOS, Android, Windows, Mac and ONELAN devices
- Easily create interactive touch content
- Flexible content scheduling by time of day, day of week and date ranges
- Unlimited number of users
- Multiple file and media formats supported
- Update single, groups or all menu boards at any time
- Folders and grouping for easy content management
- Simple user interface
- Enhance standard features with Plugins & Widgets
- Dynamic Data Plugin to update via Excel Spreadsheet



FROM  
**£12**  
PER MONTH,  
PER DEVICE





Buy digital menu board packages  
[eclipsedigitalmedia.co.uk/shop](http://eclipsedigitalmedia.co.uk/shop)

# embed LAN

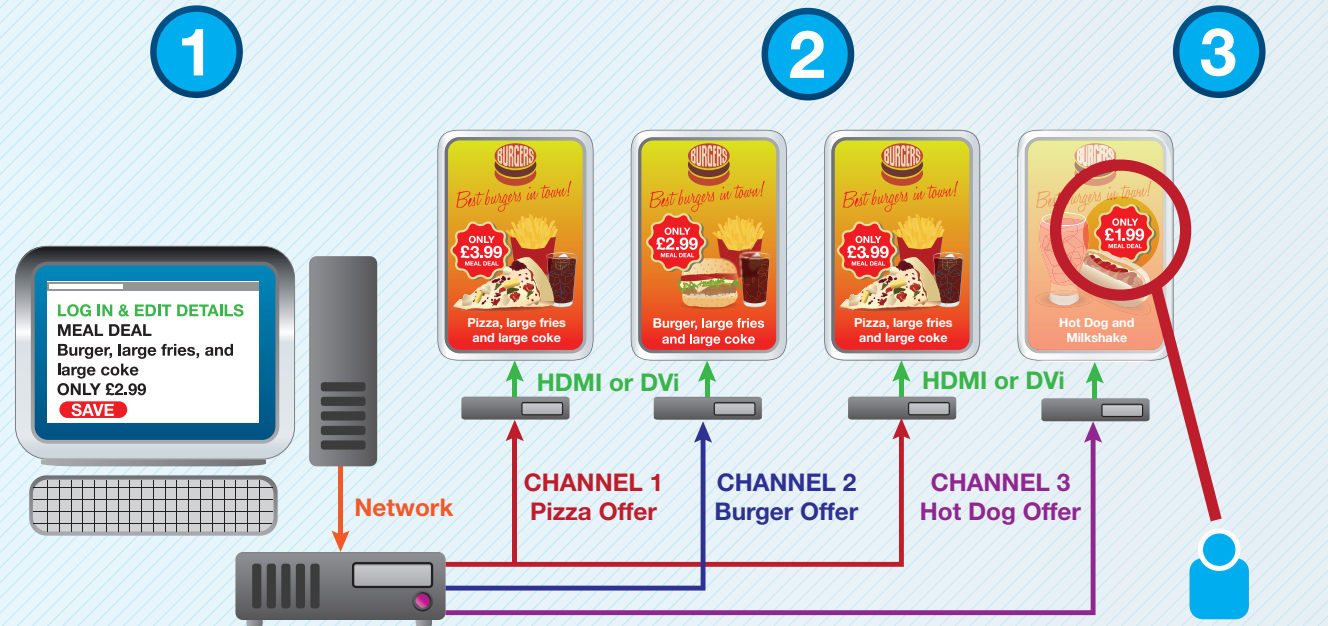
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This is the perfect solution for those businesses with **restricted network access** to the internet to *run a digital menu board solution on their internal network*. Users can set up different channels of content to be displayed in various locations and publish with a single click. Content can be updated 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.

## Key Features:

- IP based signage that sits within your internal network
- Quickly and easily update your content
- Multiple file type and media support
- Schedule content from items in a playlist, within a zone or entire layouts
- Fully scalable, as your business grows simply add more players
- Ability to update via Excel with DCE software add on





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 USB

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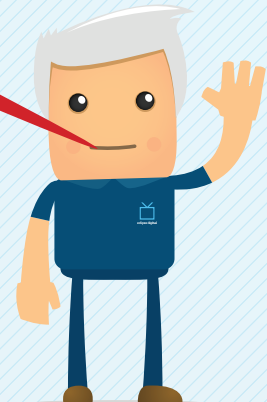
An integrated HD media player within a commercial grade screen, that can be easily updated via USB. These displays can playback images and video simply by uploading your content from a computer onto a USB Memory Stick, inserting the USB into the screen to upload and automatic playback begins.

**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.

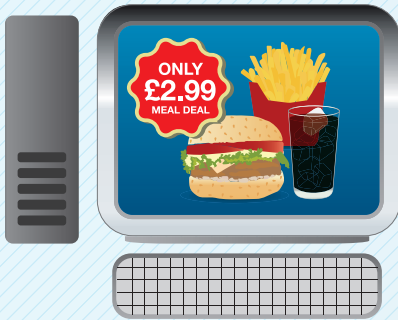
## Key Features:

- 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")
- External totems available in 46" to 65"

PRICES  
FROM ONLY  
**£156**

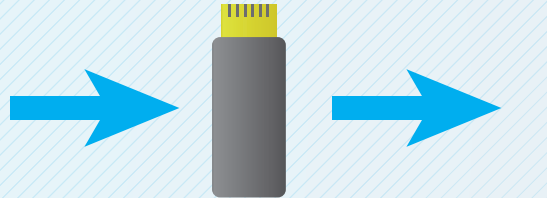


1



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

# Eclipse Digital Media Services

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Eclipse Digital Media provide end to end digital menu board solutions so we can be involved as much or as little as you want. We are business partners with the **Institute of Hospitality** and have carried out work for many world class brands.



**Installations:** From a single screen to a nation wide roll out, we have a team of installers that can implement your digital menu board solution on site.



**Support and Maintenance:** All clients are offered full support and maintenance contracts with detailed SLAs. This gives your business peace of mind that there is always someone there to help when you need it.



**Bespoke Content Design:** We offer a range of templates for clients to use and also offer our expert content design skills to ensure your menu boards are specific to your requirements. Our content services include graphic design, motion graphics and HTML, CSS plus jQuery development.



**Bespoke Plugin / Widget Development for embed cloud:** Have an ePOS system or data source you want to integrate your digital menu boards with? Let us know what you want to achieve and we can provide various options on how this could be developed specifically for your business.



# Digital Menu Board Content

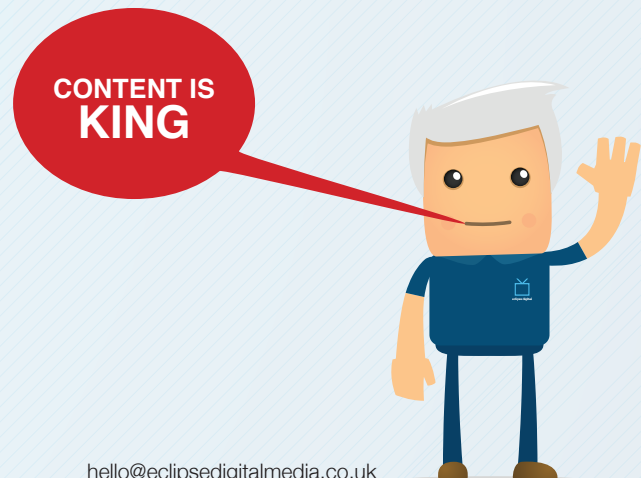
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We have created a wide variety of professionally designed and developed menus some of which are available to purchase “off the shelf” for you to edit.

The templates available to purchase off the shelf available on our web shop but if you cannot find what you’re looking for, let us know and we can design a new template for you.

**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 Takeaway
- Sandwich Shop
- Fish & Chip Takeaway



# Digital Menu Board Content

## QUICK SERVICE RESTAURANT EXAMPLE

### Chicken Roaster

Succulent chicken breast, covered with our secret roaster sauce and salad.



**£5.99**  
Regular Meal

Comes with Soft drink and regular fries

### The 'Hound Dog' Chicken Flamer

**£3.55**  
Burger Only

### The Peggy Sue

**£6.50**  
Burger Only

### The Peggy Sue Deluxe

**£5.99**  
Burger Only

### THE COMET

**£3.50**  
Burger Only

### Chicken Roaster

**£3.65**  
Burger Only

### Peggy Sue

**£3.29**  
Burger Only

### Specials

#### THE Hawaiian Deluxe

2 Beef patties in a sesame seed bun with lettuce, onion, tomato and loads of chipotle cheese.

**TRY ONE TODAY!**

**£9.99**  
Regular Meal

## CAFE/CANTEEN EXAMPLE

### mighty breakfast

FREE TEA OR COFFEE

2 rashers of bacon, free-range fried egg, mushrooms, beans, fried bread and chipped tomatoes.



**£4.59**

### chicken salad

Delicious grilled cajun spiced chicken breast on a bed of lettuce leaves, tomatoes, cucumber & croutons.



**£6.69**

### classic breakfast

FREE TEA OR COFFEE



**£4.59**

### sandwiches

FREE BOTTLE OF PEPSI AND ANY SUGAR FREE DRINK



**£3.59**

### fish & chips

FREE BOTTOMLESS POTS



**£4.59**

### bagel combo

FREE TEA OR COFFEE



**£4.39**

### hot panini

FREE BOTTLE OF PEPSI AND ANY SUGAR FREE DRINK



**£3.59**

### pie combo

FREE BOTTOMLESS POTS



**£4.59**

### Mains

Burgers	
The 'Hound Dog'	£3.55
Chicken Flamer	£6.50
The Peggy Sue	£5.99
The Comet	£3.50
Chicken Roaster	£3.65
Peggy Sue Deluxe	£3.29
<b>Meal Deals</b>	
The 'Hound Dog'	£7.99
Chicken Flamer	£6.25
The Peggy Sue	£5.25
The Comet	£5.29
Chicken Roaster	£5.99
Peggy Sue Deluxe	£5.29



### Drinks

Sodas	£1.39
Milkshakes	£2.50
Coca Cola	£1.25
Fanta	£1.39
Hot Chocolate	£1.99
Spritz	£1.79
Coffee	£1.25
Tea	£0.99
Orange Juice	£1.39
Lemon Juice	£1.19
Apple Juice	£1.29

### Sides

Chips	£0.99
Onion Rings	£1.19
Chicken Dippers	£1.99
Colislaw	£1.59
Beans	£1.49
Mushy Peas	£1.19
Spicy Chicken Wings	£2.89
Chicken Wings	£2.49
Mozzarella Dippers	£2.29
Jalapeno Peppers	£2.29
Garlic Bread	£1.49
Bread Sticks	£2.49
Breaded Mushrooms	£2.29
Chaosy Garlic Bread	£1.49
Bread Sticks	£2.49

### Breakfast

**CLASSIC BREAKFAST**  
2 rashers of bacon, flame-cured pork sausage, free range fried egg, mushrooms, beans, hash browns and chipped tomatoes.

**£4.59**

**SCRAMBLED EGGS**  
Free-range scrambled eggs served with full buttered toast & fruit.

**£4.59**

**MEAT FREE BREAKFAST**  
Crispy hash browns, beans, mushrooms, half a tomato topped with soft buttered toast & a free-range fried egg.

**£4.59**

**OMELETTES**  
Light & fluffy free-range omelette with cheese, mushrooms & fresh tomatoes.

- Cheese & Bacon • 3 Cheese • 3 Cheese & Bacon
- Fully loaded (cheese • hash • mushrooms • potatoes)

**£4.59**

**TOASTED BAGELS**  
2 delicious toasted whole bagels with your choice of filling. Served with a side salad.

- Chicken & cheese • Chicken & caramelised onion • Scrambled egg & bacon

**£4.59**

### Light Bites

**JACKET POTATOES**  
Delicious, perfect potato with your choice of filling, dressed in delicious dressing and a side salad.

- Beef & cheese • Cheese • Cheddar & cheddar

**£4.59**

**SANDWICHES & HOT PANINIS**  
Freshly made to order to order, available on white, sesame or wholemeal bread or in a delicious hot panini. Served with French fries or salad.

- Bacon & egg mayo • B.T. • Rare roast beef
- Bacon & cheese • Cheddar & onion • Beef & bacon
- Roasted egg salad • Ham & cheese salad
- Chicken salad • Cornishman chicken
- Chicken & Bacon • Egg mayo salad

**£4.59**

### Main Meals

**FISH & CHIPS**  
Our famous fish includes a fillet of deep fried fish in a delicious beer batter. Served with fries or peas.

**£4.59**

**HUNTERS CHICKEN**  
Chicken with beans, roasted cheese smothered with our special BBQ sauce.

**£4.59**

**GAMMON HAM, EGG & CHIPS**  
Caramel gammon, tender chunky chips and two free-range eggs with a side salad.

**£4.59**

**LASAGNE**  
Layers of fresh egg pasta, with cheese & tomato marinara sauce. Served with chips or salad.

**£4.59**

**BANGERS & MASH**  
Three hand-cut bangers on a pile of mashed potato smothered in thick gravy.

**£4.59**

**CLASSIC PIES**  
Enjoy three classic pies with your choice of chips or potatoes, served with seasonal veg.

- Chicken & Mushroom • Steak & Kidney
- Beef & Cheese • Steak & Ale

**£5.59**



## HATORI PLATTER

Delicious hatori style sushi with vegetables wrapped in seasoned nori covered in fresh oak smoked salmon. Plus your choice of soft drink.

**£7.50**  
REGULAR MEAL

## MAKI PLATTER

DUCK & WASABI

**£6.75**  
REGULAR MEAL

## MAKI PLATTER

CHICKEN & SOY

**£5.20**  
REGULAR MEAL

## BEANFEAST

HISSHO BEANS

**£5.20**  
REGULAR MEAL

## HATORI PLATTER

SEALED SQUID & SERRANO

**£5.20**  
REGULAR MEAL

## HATORI PLATTER

DUCK & WASABI

**£5.20**  
REGULAR MEAL

## HOT BEANFEAST

HISSHO BEANS & WASABI

**£5.35**  
REGULAR MEAL

## TOKYO CHICKEN COMBO MEAL

**£6.00**  
REGULAR MEAL

- ★ DELICIOUS GRILLED CHICKEN WITH NOODLES IN A TOKYO SAUCE
- ★ ANY SOFT DRINK OR SMALL BEER
- ★ TINY SWEET FROM THE MENU

 <p><b>qji sushi</b></p>	<p><b>SPECIALTY SOUPS</b></p> <p><b>JAPANESE SOUPS MADE TO ORDER WITH FRESH, AUTHENTIC INGREDIENTS</b></p> <p><b>CHICKEN</b> - *Hot &amp; sour mixed vegetable soup (s) <b>\$1.50</b></p> <p><b>VEGETABLE</b> - Fresh shiitake and mushrooms in a hot sauce <b>\$1.50</b></p> <p><b>SQUID/TOFU</b> - Hot &amp; sour seaweed soup (s) <b>\$1.50</b></p> <p><b>PRINCE BOWL</b> - *Type soup with Japanese fish in a light broth <b>\$1.50</b></p> <p><b>SEAFOOD BOWL</b> - *Meat, fresh sea food with fresh in a light broth <b>\$1.50</b></p> <p><b>SOUP &amp; ROLLER</b> - Pure and fresh in a hot &amp; sour miso soup (s) <b>\$1.50</b></p>	<p><b>NIGIRI</b></p> <p><b>DELICIOUS "CLAMPER" SUSHI RICE WITH FRESH AUTHENTIC TOPPINGS (2 PCS)</b></p> <p><b>SAVORIN</b> - Fresh, spicy seaweed with seafood (s) <b>\$1.50</b></p> <p><b>SPACED</b> - Fresh Spiced seaweed with seafood <b>\$1.50</b></p> <p><b>YIELD-FIN TUNA</b> - Sustainably sourced yellow fin tuna with seaweed <b>\$1.50</b></p> <p><b>PRAWN</b> - Classic gyo prepared <b>\$1.50</b></p> <p><b>ANAL BEEF</b> - *Fresh cornish beef cooked over rice <b>\$1.50</b></p> <p><b>FILLED ROLL</b> - Salmon &amp; Japanese mushrooms &amp; cheese <b>\$1.50</b></p> <p><b>SPECIES SUSHI</b> - Fresh sushi with Japanese mushrooms &amp; meat <b>\$1.50</b></p>
<p><b>MAKI</b></p> <p><b>DELICIOUS ROLLS FILLED WITH RICE AND WHIPPED IN SEAWEED (4 PCS)</b></p> <p><b>VEGETABLE</b> - *Vegetarian maki with mixed vegetables (s) <b>\$1.50</b></p> <p><b>CUCUMBER</b> - *Cucumber and seaweed (s) (s) <b>\$1.50</b></p> <p><b>AVOCADO</b> - *Avocado with mixed vegetables (s) <b>\$1.50</b></p> <p><b>PRAWN &amp; CHICK</b> - *Type prawns with Japanese mushrooms &amp; cheese <b>\$1.50</b></p> <p><b>SALMON CRISPER</b> - *Fresh salmon wrapped sashimi with seaweed <b>\$1.50</b></p>	<p><b>SPECIALTY DISHES</b></p> <p><b>JAPANESE FAVORITES WITH A METROPOLITAN TWIST</b></p> <p><b>JAPANESE FROD PORK PORK WITH TOMAKOTSU CURRY</b> - *Japanese pork pork in bread crumbs with a traditional vegetable curry containing fresh hot peppers <b>\$1.50</b></p> <p><b>CHICKEN AND MUSHROOM NOODLES IN A CLASSIC TERIYAKI SAUCE</b> - Tender chicken and shiitake mushrooms in a sweet sticky soy sauce <b>\$1.50</b></p> <p><b>CHICKEN AND MUSHROOM NOODLES IN A CLASSIC TERIYAKI SAUCE</b> - Tender chicken and shiitake mushrooms in a sweet sticky soy sauce <b>\$1.50</b></p>	<p><b>MAKI &amp; NIGIRI</b></p> <p><b>COMBINE YOUR FAVORITE MAKI AND HIN FLYPOVONS ON ONE PLATE</b></p> <p><b>2 PICES Maki COMBO</b> - Choose from Maki &amp; Nigiri maki <b>\$1.50</b></p> <p><b>4 PICES Maki COMBO</b> - Choose from Maki &amp; Nigiri maki <b>\$1.50</b></p> <p><b>6 PICES Maki COMBO</b> - Choose from Maki &amp; Nigiri maki <b>\$1.50</b></p> <p><b>8 PICES Maki COMBO</b> - Choose from Maki &amp; Nigiri maki <b>\$1.50</b></p>



Find out more and buy online  
[www.eclipsedigitalmedia.co.uk](http://www.eclipsedigitalmedia.co.uk)



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