The 2014 guide to Digital Menu Boards
Why Digital Menu Boards

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.

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“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

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

<table>
<thead>
<tr>
<th>Annual sales of a given restaurant</th>
<th>3% increase</th>
<th>4% increase</th>
<th>5% increase</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2 million</td>
<td>$60,000</td>
<td>$80,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>$1 million</td>
<td>$30,000</td>
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<td>$500,000</td>
<td>$15,000</td>
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<tr>
<td>$100,000</td>
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</tbody>
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**Hard ROI & Soft ROI Benefits**

**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:

![Effort required from deployer](chart.png)

(Horizontal axis reflects effort on a scale of 0 to 10)

- Printing
- Labour
- Changes to menu
- Nutritional info to display

**Static menu board** vs **Digital menu board**

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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.

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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”
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

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Buy digital menu board packages

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embed LAN

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 scaleable, as your business grows simply add more players
- Ability to update via Excel with DCE software add on

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PRICES FROM £1245
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.

Log in & Edit Details
Meal Deal
Burger, large fries, and large coke
ONLY £2.99
SAVE

Network

CHANNEL 1 Pizza Offer

CHANNEL 2 Burger Offer

CHANNEL 3 Hot Dog Offer

HDMI or DVI

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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 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**

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Create jpg or video content on your PC

Upload content to USB Stick

Copy content to each individual display directly from USB Stick

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Eclipse Digital Media Services

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.

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Digital Menu Board Content

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

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Find out more and buy online

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