

## **DIGITAL MENU BOARD EFFICIENCY**

### ***Increase your customers experience, drive your brand and boost revenue***

In a typical QSR (Quick Service Restaurant) environment there are three areas Digital Signage can be deployed:

#### **Digital Menu Board Systems**

A Digital Menu Board enables you to influence customers to upgrade on average orders, promote high margin products as well as attenuating the customers frustration level casting infotainment in the content mix – everybody gets annoyed waiting so this dwell time can be used to cash-in upon: catch and keep their attention whilst they are passively immersed with product promotions.



#### **Drive-in / Drive-through**

Optimize the communication with your customer, highlighting products to help them make choices, sustain the order-takers subtle side-order suggestions dynamically and automatically on-screen.

#### **Restaurant consumption area**

Sustain your branding and make the ambient do the works: a mix of infotainment, local event information and cross marketing to drive an additional order impulse or at least influence them so your customers will like to come back.



#### **That all seems fine – but how is this practically done?**

The answer is simple, the solution is easy: operate the scenario with NAVORI QL Digital Signage software technology – easier and more profitable than ever before.

The NAVORI QL platform sustains such scenario as follows:

### **Valorize the Digital Menu Board**

NAVORI QL enables you to adapt your Digital Menu Board according to the time of the day (Day Parting: Breakfast, Lunch, Dinner...) and promotional content can even be triggered in function of the weather circumstances (hot cup-a-soup on a drowsy winter day – ice cold refreshment to cover from a blazing sun...)

As usual the content mix you play back is extremely important and needs to be a-rhythmic. In general the high margin products, typically side orders and extra toppings or desserts, are taking up to 50% of a traditional passive menu board space.

If the queuing time exceeds more than 3 minutes, infotainment content can be launched on part of the Digital Menu Board to limit the frustration factor of the clients. They will keep focus on the Digital Menu Board and other promotional messages will peripherally get through. To obtain a WOW effect it is recommended to have moving/animated content in 3-5% of content airtime. This also may discretely extend the overall aperture time of communications.

In case of on average longer queues, live television feeds can be played out on part of the DMB.

In case of a take-away restaurant, the Digital Menu Board or ordering kiosk screens can list and manage the queuing customers. This way the 'captive' audience has to keep at least regularly focus on the screens and this optimizes the communications scenario. This works particularly well when interfaced to f.i. a ticket-based queuing management system where the serving-next number can be displayed in overlay on or in the running content template.

### *Practically?*

The NAVORI QL Digital Signage system can easily be connected to any POS or cash register system to automatically retrieve the pricing per product and keep them updated in real time.

The manager on duty has a local/limited access on NAVORI QL MANAGER and can manage the DSM play-out scenario: launch a specific promotion, manage content on a pre-defined part of the Menu Board (animations, events, happy birthday messages,...), remove articles that ran out of stock.

The NAVORI QL platform can grant and limit rights to as many users as required.

NAVORI QL players also can automatically manage the switch on/off of the screens in function of the opening hours of the restaurant.

### **Thriving the Drive in / Drive through revenue**

Outdoor Digital Menu Board screens before and at the Order Taking totem run two types of content: the products and pricing available and promotion of high margin products.

The order is registered by intercom and entered in the POS system. This information then also is displayed in real time on the outdoor DMB. Based on this info the order taking process becomes a cross marketing channel, discretely sustaining and increasing the ongoing order by launching promotions based on the real time parameters.

The waiting queue towards the order pick-up counter can also be valorized by infotainment on secondary outdoor screens.

### **Cashing-in on the restaurant area**

A happy customer is a returning customer, and Digital Signage can support the customer experience by diffusing ambient content such as upcoming events, cross and exit marketing (seducing for extra orders and increasing the probability factor a customer will visit again), infotainment (news, cartoons, live TV feeds, weather,...) in function of the customers profile by type of restaurant or even interactive gaming content (f.i. Kinect games etc.) for the kids.

### ***Here are the reasons why NAVORI QL is the best-fit for such QSR signage scenarios:***

One single player engine can control up to 8 screens and manage professional content scenarios as described above in true HD Broadcast TV quality.

The NAVORI QL Digital Signage software platform is simply the easiest to use, allowing multiple user, multi-level and multi-site management of your Digital Menu Boards and restaurant in/outdoor screens whatever the size of your restaurant or number of branches. The most powerful Digital Signage platform is within everybody's reach – no specific technical knowledge other than common sense is required to operate a NAVORI QL installation.

The NAVORI QL Trigger SDK allows any interactive scenario such as the Drive in / Drive Trough to be easily realized in any detail imaginable.

Content is easily managed in a simple to use Content Manager.

NAVORI QL is the result of 15 years of experience and has a proven reliability record.

NAVORI QL seamlessly integrates into your workflow and easily interfaces with your existing POS / Back Office system. This enables you to automatically keep your pricing updated, automatically withdraw out-of-stock products and generate promotions based on any parameter available.

NAVORI QL Digital Menu Board – QSR Kit – is a modular plug-and-play Digital Signage system capable of managing up to 8 fully synchronized screens (extendible) per site and is available anywhere within 48 hours. It consists of NAVORI QL Manager Suite and an industry type 'kitchen proof' QL Player unit.

#### **PC Player Configuration:**

- PC Rack 19"4U
- Motherboard Gigabyte X79-UD3 with 4 slots PCIe 16/8x
- RAM DDR3 16GB
- HD SSD 128Gb Raid 0 mode
- Graphic card ASUS N-Vidia GTX 670 DCII with 2GB of RAM
- Power supply: 1200W
- Windows 7 Professional 64 Bits

Delivery throughout the US and Canada: Contact Navori North America to find out where to buy this configuration.

QL server can be installed on the player PC or can be available in a SAAS (Software as a Service) model through a Navori Certified Partner.

Integrating and deploying a Digital Signage solution entails more than just installing screens and fire off content – it is all about integrating a tool with the intention of optimizing a communications process towards an audience.

This audience can be internal (employees, workers) or external (visitors, customers, passengers, public crowd...)

Being a new process in an organization's structure, such implementation should be well considered in order to optimally fit the existing workflow environment in such a way that it puts no burden on the current HR resources or require as less additional resources as possible.

Also the cost of implementing a Digital Signage platform needs to be carefully considered. There is the CAPEX – the capital expenditure, the initial investment in the installation – and the OPEX – the recurrent operational costs that need to be evaluated. A wrong platform choice might have disastrous consequences on the budget.

Here the NAVORI QL Digital Signage software platform comes in the picture: it is the most affordable yet most performing solution available and there are a number of reasons to claim so:

#### **Lowest operational costs**

Over 4 years of operations on a typical corporate communication deployment, the OPEX represents 75% of the total cost of ownership. Thanks to its optimized architecture, simplified interface, easy content creation and maintenance management, Navori QL can reduce the OPEX by 50% comparing to standard products currently on the market.

#### **Structuring the communications flow within the organization**

A Digital Signage solution typically is deployed over a number of different sites. These can be either geographically spread or can be different areas inside one single building and usually are a combination of both.

Whatever the organizations nature, usually the different sites have their own criteria the communication needs to match. These can be language based when geographically spread, content specific depending the department or store and usually also a combination of such.

NAVORI QL MANAGER allows to organize your Digital Signage deployment in a unique matrix modeled way. You can organize and manage your entire Digital Signage site topography exactly the way you want, managing screens in groups and subgroups, down to managing content specifically to an individual site or screen. The matrix philosophy enables to correlate and diffuse content in any way the organizational communications scenario requires.

This seems complex at first glance, but with NAVORI QL this process is the more simple and easy to use and comes with an astonishing performance.

### **Managing the Digital Signage platform: end-to-end control**

NAVORI QL not only manages the communications flow, it allows to monitor the entire Digital Signage network and players in order to maintain control of status of the players and screens.

The hardware deployed can be centrally controlled and the power on/off of players and screens can be managed in function of f.i. opening hours.

Moreover the NAVORI QL system retrieves technical information of the hardware deployed as well as the communication and content process data.

### **Managing the message: content is King**

NAVORI QL MANAGER has a unique Content Management suite.

Content templates can be created for real-time information or multi-zone playback.

Different screen zones can be defined and each zone can have an individual playlist.

Data feeds and real time information can be included. This information can be retrieved from any internal database or from any external source: corporate extranet, share point, RSS feeds, website pages, applets, sensor data ...

The content can also be interactive and on demand. NAVORI QL maintains the interactivity of media content to power information kiosk systems and any type of interaction on content or player system level is possible: NAVORI QL Trigger allows to fire of media in function of an external control device (key control, remote control, alarm signal interface, barcode, QCR, video motion control or recognition device, GPS, ...) or data threshold values (stock levels, storage temperature,...)

Using NAVORI QL, content can be created and playlists can be managed and published in three simple steps.

The system manages and controls this content and allows NAVORI QL PLAYERS to diffuse media at HD Broadcast TV quality: seamless transitions down to 1/30<sup>th</sup> of a second precise with zoned screens and full transparency, casting real time information and all of this orchestrated and conducted by NAVORI QL MANAGER.

### **Managing the workflow: seamless integration**

Whatever the communications scenario, NAVORI QL seamlessly integrates into any workflow environment. The NAVORI QL system is multi-user: a virtually unlimited number of users can operate the system, and each user's specific rights can be precisely determined. NAVORI QL allows for a fully delegated communications process flow, determining the responsibilities of each user.

NAVORI QL can exchange data with any existing back office system. This makes NAVORI QL the precision tool of choice when it comes to the more complex Digital Signage integration exercises.

### **Managing the economics:**

The NAVORI QL is the most cost-effective software solution on the Digital Signage market for a number of reasons.

*First of all the NAVORI QL Platform lowers your investment (CAPEX):*

On player display screen level the proprietary NAVORI QL PLAYER software core is optimized to run full HD video on lower spec player platforms. It is capable of managing multiple screens depending on the player hardware deployed, and this trade-off is optimized. The NAVORI QL Players are the most cost effective units deployable. NAVORI QL PLAYER is available on Microsoft Windows as well as on ANDROID. This hybrid platform technology allows optimizing deployment costs in function of the performance requirements without compromising the playback quality!

*Secondly the NAVORI QL system is IT industry standardized:*

QL architecture is compliant with the most advanced security requirements. It has been designed in such a way that OPEX is lowered by 50% comparing to traditional products in terms of maintenance resources, bandwidth usage and any other aspects related to operations.

Any NAVORI QL user can manage his tasking through the browser interface from any type of computer (Windows, Apple or Linux). There is no application maintenance required from the remote user system, enabling to consider global deployments in an efficient way.

*Thirdly the NAVORI QL system is absolutely secure:*

Being access level controlled, the NAVORI QL network communication are fully secured and encrypted, and the system is truly 'Graffiti Proof'.

*And last but not least a NAVORI QL deployment drastically economizes on the entire Digital Signage recurrent costs factor (OPEX):*

The ease of use and the capability of delegating the workflow makes NAVORI QL decrease the personnel cost ratio on operating a Digital Signage system. Everybody who has basic computer user skills can operate the system – the learning curve is impressively low and the system fits any existing work process.

The NAVORI QL Content Manager allows the user(s) to easily create rich content templates without the need to re-create media in function of location or other play-back criteria.

The capability of monitoring the QL PLAYER network, retrieve hardware fitness data and statistics allow remote intervention and manage pro-active maintenance in order to avoid downtime.

The NAVORI QL Digital Signage Software platform keeps its household down to the individual site.

And it pays itself back: NAVORI QL can monitor all system data including the retrieval of media statistics. This offers a full proof-of-play statistics reporting to monitor what media content is/was played back where and at what frequency, down to the size of an advertisement or promotion in case of a multi-zone template. These data can be exchanged with any airtime billing system.

**A global down to local communications workflow example:**

NAVORI QL MANAGER allows to organize your Digital Signage deployment in a unique matrix modeled way. You can organize and manage your entire Digital Signage site topography exactly the way you want, managing screens in groups and subgroups, down to managing content specifically to an individual site or screen. The matrix philosophy enables to correlate and diffuse content in any way the organizational communications scenario requires.

With NAVORI QL you can organize your network as easily as drawing its flow chart, and you can narrowcast playlists or individual media at any shared or individual screen level.

Airtime between different sites, groups or specific screens can be shared by playlist ruling in NAVORI QL MANAGER.

The NAVORI QL Digital Signage Software can be made available in any language and Navori SA operates offices worldwide, so the implementation and support of NAVORI QL will always be ensured by local Navori Certified resources.

In a typical corporate communications environment NAVORI QL can be deployed as a true corporate TV channel towards two types of audience: visitors and employees.

Visitors:

Matters to sustain the corporate and brand image in such a way visitors have a unique experience that they would remember.

The visitor's 5 to 15 minutes waiting time may be used to immerse the visitor through the corporate message, branding.

Personalizing part of the signage this way the visitor's waiting time is converted from frustration to distraction and at least facilitates the visit. And NAVORI QL gets the relevant message across in a true HD Broadcast TV look-and-feel. The more relevant the higher the impact, the better the experience.

Personal welcome message or state of the art interactivity with the system (Kinect) or message typed be the receptionist over an excel sheet look and feel interface are recommended.

The display of News, weather data feeds, Airport flight ETA (expected time of arrival) or taxi booking information converts the visitor's waiting time frustration in a positive experience towards the company.

Note: Visitors: A creative screen layout should be considered for a better impact. Navori QL can power dozens of screen using a single computer with a 1/30<sup>th</sup> of a second synchronization.

NAVORI QL interfaces with any back office application and such data exchange is easily managed in NAVORI QL MANAGER – no extensive programming scripting is required whatsoever – data interchange is managed as easily as adding a JPEG picture into a play list.

A happy visitor has to leave the building. This is another dwelling process to cash-in on: NAVORI QL casts all relevant information and within of this playlist loop airport or train departure timetables can be included.

If the visitor f.i. requires a taxi – the ETA of his cab can be on display – even to the extent the taxi trajectory and real time position can be displayed if such data feed is available, as is in most metropolitan areas.

There is no exhaust as to the implementation of technology within the NAVORI QL Digital Signage Platform: once information is digitally available – actively or passively – relevant content can be triggered. Visitors can go interactive on touch screens – way finding can be automated using RFID tags or badges, the sky is the virtual limit.

Employees:

NAVORI QL can obviously also cater for communication streams to employees.

Another rule of thumb – one that requires some introspection: who the hell consults his company's intranet? Needless to draw statistics – hits are marginal.

To really get internal comms across you need to impose the message and there is no better yield other than deploying a Digital Signage setup. Employees no longer have to actively to consult the communications flow – they passively “dwell it in”.

Again – the scenario needs to fit its goal and comms need to be relevant. But properly managed the dwelling time of employees range from entrance to elevator and from canteen back to their office.

And depending the area and estimated transit time, the specific comms can be trimmed to the physical location of the screens displaying the message.

All of these criteria can easily be managed by NAVORI QL – from basic TV Quality infotainment that timely or by circumstance, input or event pitches to targeted messages – interactive where need be – and in a secure and easy to use environment. The scenario is yours – the rest is a few clicks away.

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### ***NAVORI QL: Efficient design- extraordinary performance!***

#### **About NAVORI**

Navori International SA is headquartered in Lausanne, Switzerland, and operates sales and support offices in North and South America, Australia and New Zealand, and Saudi Arabia.

With its latest software release, Navori QL, the company tops its 15 years of experience offering the most reliable and user friendly solution available on the market.

The average annual growth exceeding 40% over the last years proves the leadership position Navori obtained, and its QL platform is poised to set a new standard in the digital signage industry.

Watch a 20 minutes product demonstration to discover Navori QL

<http://www.youtube.com/watch?v=bWwaagFhlcA>

All further information available on [www.navori.com](http://www.navori.com)