BrightSign Solid-State HD Controllers Drive OSM Solutions Affordable, All-Inclusive Menu Board Solutions for QSRs

Summary

In high traffic areas such as malls or airports, where each QSR is in direct, customer-by-customer competition, maximizing the impact of menu board real estate has become a top priority. Recognizing the budget and technical support constraints that many smaller franchises and one-off shops are experiencing, OSM Solutions offers complete, end-to-end digital menu board signage solutions that enable QSRs to increase sales with mouthwatering visuals and timely promotions. To ensure that their solutions are affordable, easy to install and easy to maintain, OSM Solutions uses BrightSign controllers exclusively as the high-quality platform for driving their menu boards which have been installed at 20 locations across the country.

The eye-catching OSM menu boards are all powered by BrightSign's network-enabled HD210 looping digital signage controllers. When clients request it, OSM uses the networking capabilities of the BrightSign HD210s to remotely update prices and menu items on the menu boards as often as needed from its home base in Austin, TX.

Key Facts

Industry: Quick Serve Restaurants

Location: 20 installed locations in San Francisco, Los Angeles, Dallas, Houston, Austin and Trumble, CT

Integrator: OSM Solutions, headquartered in Austin, Texas

Projects: Install digital menu boards at Charlie's Grilled Subs, Villa Fresh Italian Kitchen, Campisi's Restaurant, Filipino Kitchen and other mall- and airport-based QSRs

Installation: Each installation features an average of three network-enabled BrightSign HD210 looping controllers that include the software for creating and managing HD displays, and three commercial-grade LCD monitors.

Challenges

- Provide engaging digital menu boards that make OSM customers competitive in attracting dining customers in busy malls and airports
- Enable real-time updates and new promotions of specials by non-technical personnel or through OSM
- Deliver reliable, HD-quality video and high-quality images hour after hour, day after day
- Include a scheduling feature that automatically changes the display from a breakfast menu in the morning to the lunch/dinner menu in the afternoon
- Ensure hardware/software compatibility for easy deployment, scalability and minimal maintenance

Benefits

- Custom-designed two- and three-panel menu board systems integrate BrightSign HD210 solid-state controllers with commercial-grade 46" to 55" LED displays to deliver a complete, turnkey solution for eye-catching menu boards that attract attention.
- The solid-state players don't require a PC so they cost less, are significantly more reliable and use substantially less power than PC-based systems.
- BrightAuthor software, which is included with each BrightSign player, is used to easily create and update content in real time for location-specific promotions.
- BrightSign HD210 controllers are programmed to automatically change from a breakfast menu to a lunch/dinner menu at a designated hour.
- QSRs with the new digital signage menu boards report they are experiencing increased customer traffic and sales, compared to restaurants in the franchises that use traditional menu boards.

- BrightSign Network, allows OSM Solutions to provide a value-added service to their restaurant customers—remotely managing and delivering content updates for changes

to the menu items, pricing and specials when needed. This allows their end-customer to concentrate on their business and not on managing digital signs.

- Clients are highly satisfied with OSM's ability to test market various content and adjust messaging for promotions that provide more effective in-store marketing

"We've installed BrightSign HD210s almost exclusively since 2007 because it loops high-quality content perfectly and is a really solid, cost-effective solution that provides easy-to-use networking capabilities. But once that bill is paid, all the clients are concerned about are the features and reliability. The PC-less hardware is very reliable and the software just keeps getting better. For example, we've found that the variety of methods you can use to upload content really just seals the deal. But I think the real reason our clients are so satisfied is because they can make changes to their menu boards and can almost instantly see if that approach is resulting in increased sales or not."

- Marc Rosenberg, CEO of OSM Solutions

The Challenge

In the quick serve restaurant (QSR) industry, your greatest chance of making a sale often comes from getting a passer-by to look at your menu board. Facing this fierce competition, today's budget-conscious food court QSRs are looking for cost-effective solutions for attracting customers with eye-catching menu boards.

Lightboxed menus with printed inserts simply don't have the impact that digital signage delivers. Display space is limited with a static sign and updating these displays with new pricing and specials is inefficient and expensive due to waiting for reprinted materials and physically replacing the menu items.

THE GATHERING PLACE

HOT OFF THE GRILL WITH FRIES

1/4 LB HAMBURGER	$3.50	$4.50
1/4 LB CHEESEBURGER (swiss, cheddar, or pepper jack)	$4.00	$5.00
1/4 LB BACON CHEESEBURGER	$4.75	$5.75
CHICKEN BREAST SANDWICH	$3.75	$4.75
GARDEN BURGER (original or spicy black bean)	$4.75	$5.75
GRILLED CHEESE	$3.25	$4.25
GRILLED HAM & CHEESE	$3.95	$4.95
BLT	$3.95	$4.95

HOT GRAB AND GO

CORN DOG	$1.50
CORN DOG WITH FRIES	$2.50
CHICKEN STRIP BASKET	$5.25
VEGETABLE EGG ROLLS	$4.00
BASKET OF FRIES	$2.00
JO-JO'S	$2.50

BEVERAGES

	SMALL	MED	LARGE
PEPSI FOUNTAIN DRINKS	$1.25	$1.45	$1.70
ICE TEA	$1.25	$1.45	$1.70
ODWALLA			$2.49
DOLE JUICES			$1.50
ROCKSTAR ENERGY DRINK			$2.29
AQUAFINA WATER		$1.50	$1.89

PIZZA BY THE SLICE

CHEESE	$2.50
PEPPERONI	$2.75
HAWAIIAN	$2.75
VEGGIE	$2.75
COMBO	$3.00

With digital menu boards, updates can be made in real-time; and there are no space limitations because the display space can be expanded with looping messages and multiple zones. Many QSRs may be aware of the benefits of digital menu boards over static menu boards, but they are not always aware that they are now affordable and easy to use.

The initial cost, ease of use, reliability, scalability, ongoing energy and maintenance costs and the ability to instantly make updates or add special promotions are all key requirements for QSRs looking to make the switch from static menu boards to digital menu boards.

The Solution

With the technological advancements that the OSM/BrightSign solutions offer, the cost for deploying, managing and updating digital menu boards is no longer prohibitive for even the smallest restaurants. QSRs of all sizes can now deliver eye-catching messages at a lower TCO.

More than just a media player, BrightSign's solid-state HD210 controller includes easy to use, visually-based software for creating and managing displays and networking capabilities for updating displays in real time. When combined with OSM's expertise in design, content production, installation, and post-installation support, QSRs have a compelling, all-inclusive digital menu board solution that they can afford.

Priced significantly lower than PC-based solutions, BrightSign solid-state players also cost less to operate since they only require about 3-5 watts, compared to 70-90 watts for an average PC. In addition to providing a substantial savings in energy costs, the players completely eliminate PC issues such as high maintenance costs, system crashes and exposure to crippling viruses. And with no moving parts to fail, the PC-less players deliver increased reliability.

Although the majority of OSM's client installations have been for new restaurant locations, occasionally they receive a request to upgrade an existing establishment that has been using a television with a USB memory stick to show a slide show of stills. The customer wants to move up to displaying HD-quality video, a feature not usually possible from a USB stick. An upgrading

customer will also often want to take advantage of the latest content scheduling features (also not possible with a TV and USB stick), allowing them to automatically display a breakfast menu in the morning, and a lunch/dinner menu after 11:00 A.M.

"When a client has a feature list like that, the BrightSign HD210 really is their ideal solution," said Marc Rosenberg, CEO for OSM Solutions. "The internal clock feature of the HD210 is significant because even if the client is offline from a network; they can still have a clean, professional-looking scheduled menu presentation. "

For creating and publishing content, OSM utilizes BrightAuthor, a PC-based application that simplifies creating, publishing, managing and updating content that is included free with all BrightSign players. With the latest version now supporting live text, BrightAuthor enables users to create and display text feeds almost instantly, without republishing.

"Generally we supply the content to our customers; and about four times a year, the franchised restaurants we work with will have a promotion with specific items they want to highlight, so we update the content according to the new promotion," said Rosenberg. "We definitely try to encourage our clients to choose the BrightSign Network because it is the most straightforward method for updates whether they contact our services, or do it themselves. For a subscription rate of $99 a year, it really is a bargain, because by the time we supply new data cards at $30 each, with each install averaging three boards, that's $90 plus shipping. So right there, you've paid for the subscription after one menu change."

BrightSign-driven OSM Deployments

OSM's BrightSign-based digital menu boards have been installed in 20 locations ranging from San Francisco, Los Angeles, Dallas, Huston, Austin and Trumble, CT. Their growing client list includes Charlie's Grilled Subs, with over 450 stores worldwide; and Villa Fresh Italian Kitchen (formerly Villa Pizza), the number four pizza chain in the US.

Each digital menu board system features an average of three network-enabled BrightSign HD210 looping controllers that include the software for creating and managing the HD displays, and three commercial-grade 46" to 55" LED monitors. With this configuration, two menu boards are typically used to display the restaurant menu and a third, portrait-oriented monitor, is installed featuring rotating images of popular menu items.

"We've installed BrightSign HD210s almost exclusively since 2007 because it loops high-quality content perfectly and is a really solid, cost-effective solution that provides easy-to-use networking capabilities," said Rosenberg. "But once that bill is paid, all the clients are concerned about are the features and reliability. The PC-less hardware is very reliable and the software just keeps getting better. For example, we've found that the variety of methods you can use to upload content really just seals the deal. But I think the real reason our clients are so satisfied is because they can make changes to their menu boards and can almost instantly see if that approach is resulting in increased sales or not."

The Outcome

According to Rosenberg, the goal of every client installation is to work with the customer to determine their needs and provide an affordable solution that utilizes an open architecture, is user-friendly, and gives the client the ability to manage the entire solution on their own, if they desire.

To ensure a smooth deployment, OSM designs each system according to customer specifications; and then configures and tests the total solution in their lab prior to shipping and installation.

"A big part of what we provide is the expertise in creating an affordable, stable and reliable system," said Rosenberg. "Once we deploy a system, we can manage that system and make changes for the customer from anywhere, and so can the customer. They can manage it themselves from a corporate office; or if they are a one-off shop, they can manage it locally."

OSM uses BrightSign to help maximize each QSR's sales and signage uses. BrightSign makes this possible as menus and promotions can easily be updated so that customers can try out offering different specials or highlighting specific products and can see if there is an increase in sales. Alternatively, they can also test various menu layouts to again see what results in the highest sales and maximize their signage and how it works for them. "This capability is a big winner for digital signage in general as well as our clients specifically because our customers can easily swap out menu board content and can see what is working," said Rosenberg.

According to Rosenberg, both Charlie's Grilled Subs and Villa Fresh Italian Kitchen have plans to continue installing digital menu boards beginning with their high-end mall locations, followed by their other locations.

Looking for new ways to meet the digital menu board needs of the many smaller or non-franchised restaurants, Rosenberg created a company under OSM Solutions with a very straightforward product line. www.menuboardstogo.com only offers five products. The new digital menu board kits are complete, all-in-one solutions that include the industry's most reliable, professional-grade equipment: a BrightSign solid-state HD210 Networked Media Player, BrightAuthor Software and a commercial LCD monitor with a choice of screen sizes ranging from 42" to 65."

"Purchase a kit and we can deliver it overnight if necessary, pre-loaded with the client's content, ready to plug in and use," said Rosenberg. "If the customer needs content, we can certainly provide content design and we can provide updates as well. Really, what we're focused on doing is removing the intimidation factor and offering a low-cost, plug-and-play solution that just works."

The Players

About OSM Solutions and MenuBoardsToGo.com

Headquartered in Austin, TX, OSM Solutions delivers hi-def signage solutions for food service, retail, banking and info space installations. The company specializes in creating solutions that are scalable, smart, and sophisticated, whether it's a digital menu board for a restaurant in a single location or a multi-location networked solution. For more information on OSM, visit www.osmsolutions.com or call 512-591-8881. Leveraging its expertise in the digital signage industry, OSM launched MenuBoardsToGo.com, a web site offering one-stop shopping for turnkey digital menu boards. For more information on MenuBoardsToGo.com 's systems and services, visit www.menuboardstogo.com

About BrightSign

BrightSign, LLC, based in Saratoga, California, develops products and software for digital signage. BrightSign solid-state digital sign controllers set new standards for both stand-alone

and networked digital signage applications with their superior video quality, reliability, affordability, ease of use and interactivity. Online information about BrightSign units is available at www.BrightSign.biz. For sales inquiries, please contact sales@BrightSign.biz or call 408-852-9263 in the USA and +44-1223-911842 internationally.

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