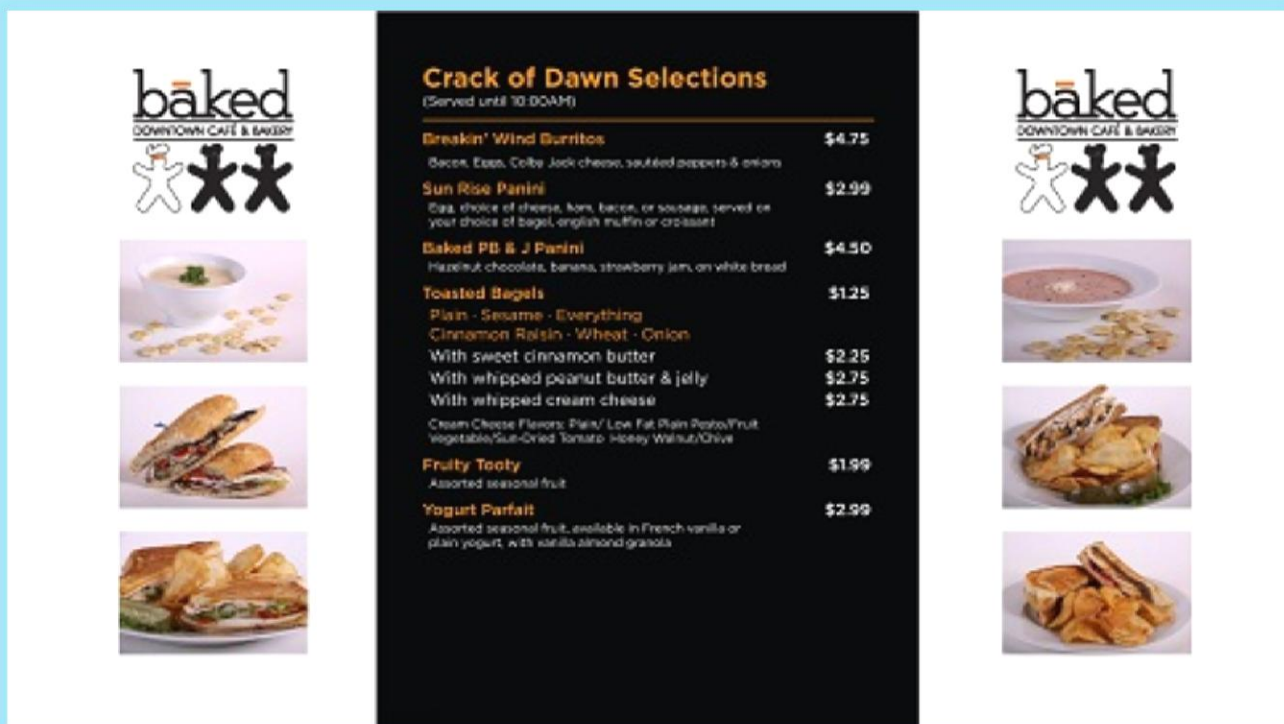




POINT OF SALE SYSTEMS - Retail, Restaurant, Salons, Grocery, Liquor & more
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WHY CONSIDER DIGITAL MENU BOARDS?



Operator Benefits

1. Ease of menu changes to accommodate new local, state, federal & international menu board regulations regarding ingredients.

Calorie, Fat, Sodium and other nutritional information - With new caloric laws being put into place, digital menu boards allow you to easily abide by displaying the necessary information next to each item. They also allow you to conform to all regional laws while managing nationally.

2. Ease of menu changes for new items, pricing, sold-out items, etc.

Maintain up-to-date pricing on your digital menus through manual control or automatically (based on POS system integration). Pricing can even be managed centrally so that all or select stores receive simultaneous updates.

3. Up-sell & promote new items with strategic integration of dynamic displays.

Attention-Grabbing Graphics - With so many things fighting for your customers' attention, it can be difficult to break through the clutter with your message. However, a digital menu board displaying bright, full high-definition video or pictures is your best bet to catch their eyes. Compared to a static poster, a video showing closeups of one of your hot menu items is much more effective in whetting appetites and influencing purchasing behavior.

4. Day-part scheduling to show different menus based on time of day/day of week.

Day-parting - Run appropriate menus and promotions based on time of day, and control it all with ease. Digital signage is being viewed as a must for any restaurants serving Breakfast, since a quick menu board change must take place when the restaurant switches to its lunch menu.

5. Remotely update menu from any Internet location. (Central control of content)

Manageability - Eliminate staff and printing errors and decrease expenses by managing and controlling your entire menu board system from a central location. You can confirm which menu boards are running in each location as well as control what messages you are displaying to your customers.

6. Enhances the customer experience & helps reduce perceived wait times.

Provide value-added content to enhance the customer experience while reducing perceived wait times.

7. Ensures a visual consistency & compliance across multiple locations.

Digital displays give you 100% compliance for consistency and display compliance vs. posters that may sit in the back room for weeks.

8. Incorporate live info-tainment to entertain & inform guests in dining areas.

Keep guests entertained and mix in your own promos, specials, event info to lift sales and return visits.

9. Green Friendly. No repeated reprinting of menus means less landfill, printing & delivery of replaced static menu board displays.

10. Use as in-house training for staff during off hours.

Multipurpose your investment by using the same equipment to broadcast training and other employee targeted information during off hours.

11. Incorporate HR, upcoming events, specials and other customer targeted messaging.

React - When unexpected issues arise, you need to respond quickly and communicate with your staff and customers. Digital menu boards provide a means for you to relay vital messaging that turns heads and helps avoid any confusion or concern.

12. Cost-effective promotions.

For situations such as trialing a new product without committing to a chain-wide rollout, you can add the item to your digital menu board, expand it to other locations' menus or easily remove it. Since you can easily change and scheduling specials, comparison with receipts can provide instant feedback on what promos are most successful.

13. Eliminate recurring costs associated with printing and shipping of static materials. Save money and the planet by reducing printing, delivery, installation & disposal costs.