

DIGITAL MENU BOARDS

menu signage will never be the same



THE POWER

of Digital Menu Boards



- ▶ **Attract customers with multimedia graphics**
- ▶ **Schedule your menu content by day part**
- ▶ **Update items and prices from your computer**
- ▶ **Easily add new specials and promotions**
- ▶ **Increase sales by cross selling and up selling**
- ▶ **Eliminate unnecessary printing costs and delays**

IDS Menu is excited to bring our clients a networked, digital signage solution that is proven profitable in thousands of locations worldwide. Off the shelf, easy to use and fully scalable, *IDS* digital signage can support all your locations with field-proven 24/7 stability.

Imagine the ability to centrally control of all of your menus, adapt your menu offerings automatically at different times of day, and easily test your promotions and price points.

These are just some of the **incredible advantages** offered by *IDS* Digital Menu Boards. Call us today or visit our website to find out more.

Call: 1.800.542.9779

Website: www.idsmenus.com

Email: sales@idsmenus.com

DESIGN OPTIONS

IDS Design Templates are eye-catching and cost-effective! Choose a design that suits your décor, and have our design team customize it to include photos and text from your menu. Our **Silver Template** package is suitable for most menus, while our **Gold Template** package allows for even greater design customization. Ask your IDS Sales Associate which Template package is right for you.

Template 1: **Avenir**



Template 2: **Ashley**



Template 3: **Andreas**



Template 4: **Ariadne**



Template 5: **Arcadia**



Template 6: **Arsis**



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Template 7: Aurora



Template 8: Aquinas



Template 9: Auriol



Template 10: Avid



Template 11: Banshee



*more Design Templates
coming soon...*

COMPONENTS & SERVICES

Components



Flat Panel Displays

Commercial-grade liquid crystal displays provide crisply detailed picture quality from virtually any angle.



24/7 Player Computers

Displays are powered by pre-configured desktop or rack-mount computers equipped and configured for 24/7 playback of high definition multimedia scripts.



SCALA InfoChannel® Software

The most widely deployed digital signage software platform in the world, SCALA InfoChannel allows you to manage your system and modify content with ease.



Distribution Equipment

IDS Digital Signage Systems include all distribution equipment necessary for transmitting video data between Player computers and screens.

Services



Creative Content

“Content is King”, as they say, and the IDS design staff will work closely with you to develop eye-catching, manageable content that is perfectly suited to your decor.



Content Management

Key page elements – including text, images, backgrounds, and video – can be updated or replaced via web browser as your content requirements evolve.



Hosting & Support

Our support line is open from 8 AM – 8 PM, Eastern Standard Time. Just dial our main number (631-218-1802) and ask to speak with our support team for answers to hardware and software questions.



Performance Packages

The power of digital menu boards is the power to constantly update and improve the content on your screens. Ask your IDS Sales Associate about long-term performance packages that help you measure and improve your screen content,

Additional components & services include: Wall Brackets • Mounting Hardware • Optional Environmental Signage and/or Large Format Graphics • File Hosting • Remote Monitoring • Installation Support • Warranties & More

MANAGED SERVICES



“We almost doubled our revenue the 1st month using IDS’ digital menu boards... and the second month we did double our revenue!”

– Ken Stewart, President - Fueled Up/Eat to Live

What Are Managed Services?

IDS Managed Services were designed to make digital menu signage pain-free and profitable! From behind the scenes, IDS designers and technicians will monitor the health of your system and update your screen content. Test market new menu items, change pricing, even swop product photos – all done in real time and at minimal cost to your business. **Ask your IDS Sales Associate about our Managed Service Offerings today: (631) 218-1802**

SYSTEM OPTIONS

All-Digital Menus



All-Digital Menu Systems: consist entirely of LCD screens. This allows the entire menu - images, items, and prices - to be controlled remotely from your computer. With all-digital systems, every menu item and price point can be tied back to your Point of Sale system. All-digital systems are ideal for larger deployments, where automation and efficiency are of utmost importance.

(NOTE: All-digital menu systems come in a variety of sizes and configurations)

Hybrid Digital Menus



Hybrid Digital Menu Systems: If this is your first digital menu system, a “hybrid” solution may be the way to go. Hybrid systems consist of one or more LCD screens combined with standard menu boards. The LCD screens are ideal for showing multimedia promotions, while the standard menu boards display menu items and pricing. Hybrid systems are typically less expensive than all-digital alternatives. **(NOTE: Hybrid systems come in a variety of sizes and configurations)**

CLIENT TESTIMONIALS

Foodstuffs, Chicago, IL

“Foodstuffs chose IDS Menus to produce its digital menu boards because their experience in the foodservice industry is unparalleled related to their competition. The customer service that I received before, during and after the order was placed was second to none. IDS’ team of graphics and sales professionals assisted me in customizing the design, look and feel of the menu board system to yield the best results for my store. Foodstuffs is very satisfied with the selection of IDS Menus’ digital menu board system and we anticipate doing business with IDS in the future.”

– **Eve Feldman, Vice President/COO**

Audubon Nature Institute, New Orleans, LA

“Audubon Nature Institute has been extremely pleased with IDS Menus. We chose IDS when we wanted a top-of-the-line look for our new Zoofari Café. The decision to upgrade from a traditional menu system to a digital one was easy, due to the graphic flexibility and the ability to change menu items and prices instantly. The digital content IDS Menus created was first-class and their superior customer service ensured our digital menu board solution was produced in time for our grand opening. Audubon Nature Institute looks forward to using IDS digital signage in future projects.”

– **Terry Kenney, Director of Graphics**

South Coast Winery Resort & Spa, Temecula, CA

“South Coast Winery Restaurant’s decision to choose IDS Menus was an easy one once we saw the quality and flexibility that the product delivered. This was exceeded only by the customer satisfaction experience we received from IDS’ team of professionals. The IDS sales representative and graphic designer stood by our side in full support while we were making the numerous changes that coincide with the opening of a new restaurant. IDS Menus made me look good; and better yet, made our restaurant look good to our customers.”

– **Crystal Magon, Director of Marketing**

The Hilton Tulsa Southern Hills, Tulsa, OK

“We chose IDS Menus to produce our digital menu boards because the work of their design team was above and beyond what their competitors offered. They took the extra initiative to review the goals and objectives of our digital menu board system, which translated into highly effective content. We also received superior customer service, ensuring that our system was produced on schedule, and IDS quickly solved any issues that we had. Since the installation of our digital menu boards, we have seen an increase in the number of visitors to our lounge and an increase in purchases at the coffee bar. The system was well worth the initial investment and we look forward to doing business with IDS in the future.”

– **Lacey Lamm, General Manager**

Salad Spinners, Chicago, IL

“Since installing digital menu boards from IDS Menus, our food costs have decreased by 3%. Salad Spinners attributes this to our new digital menus – they allow us to market more profitable items and to de-emphasizing less profitable ones.”

– **Rich Levy, CEO**
