

Digital Signage For QSRs (Quick Service Restaurants)

QSRs are one of the prime venues for Digital Signage. This industry is seeing an explosive growth in moving to Dynamic Menus. These not only rival the cost of static menus over the course of time but it has also shown to lift sales. They attract traffic, are easier to manage, faster to update and so much more attractive than boring old static menus. Moving to Digital Signage is just the natural next step for QSRs.

Benefits

- Eye-Catching Dynamic Menus.
- Instantaneous Content & Pricing Updates.
- Automatic Menu Changes for Breakfast, Lunch, Dinner, etc.
- Showcase Promotions, Highlight Limited Time offers and Advertise Special Events.
- Enhanced Environment and Improved Image and Branding.
- Increased Sales and Lower Cost than Static Menus over the course of time.
- Pain-free and Effortless Central Management.



Is Digital Signage Affordable ?

Until recently Digital Signage was a viable option only for large businesses but with the LCD/plasma revolution and the advent of other affordable technologies now it's viable for any business to benefit from it. The cost of digital signage can rival the printing costs of static menu over the course of time. Typically, businesses that have measured before and after performance have found a 2.5% or greater increase in sales. For example,

- A small business generating \$500,000 in sales per year could expect to increase sales by \$12,500 annually
- With a 50% Cost of Goods Sold margin and a \$2,000 product cost for one unit, the payback could be as little as 4 months.

About E Display Inc.

E display Inc. is a full service provider of Digital Signage solutions. Our friendly and experienced sales group can help assess your need for digital signage and propose a solution that is just right for you and priced to your budget. We have extensive industry experience and have deployed one of the largest QSR network in Canada. Whether your need is for a single stand-alone unit or an enterprise-wide network, E Display can help you every step of the way from initial concept to a successful deployment and beyond. To receive a free in-person evaluation of you digital signage need and a rate quote please call or email us to setup an appointment.