

# 7 Benefits of Using Restaurant Digital Signage

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*In addition to providing a cost-effective and efficient way to meet the new federally mandated food labeling requirements, digital signage provides restaurateurs with a flexible tool for enhancing customer service and increasing sales.*

By Linda Hofflander

Message management through digital signage technology solutions allows immediate delivery and site control of menu items, nutritional data and promotions down to the store level. This simplifies compliance, taking seconds to click a button vs. the weeks to adjust traditional print solutions.

Digital menu and promotional messaging boards assist not only in satisfying the new governmental labeling requirements (See "Mandated Menu Labeling Provides a Ready-made Role for Digital Signage") but also lift sales. In addition, digital signage provides features and benefits that enhance the in-store experience and environment, including:

- 1. Database Integration.** Automatically update calorie, serving size and other nutritional information on your menu board content by linking into an information database.
- 2. Consistency.** Manage thousands of locations with digital signage software from one central location. Keep nutritional information and corporate branding accurate with 100-percent compliance in all locations.
- 3. Space Management.** Leverage the dynamic nature of digital signage to provide more engaging graphics and information through your menu boards. Animating menu item transitions and item rotations helps you communicate more information.
- 4. Day-Parting.** Schedule your menu between breakfast, lunch, dinner and late night with menu boards specifically geared to change on your timeline.

**5. Versatility.** Implement touch screen order menu boards that allow customers freedom to order on their own. Even display messages in various languages to effectively tailor communication to each location's demographic trends.

**6. Flexible Control.** Provide various levels of content control access all the way down to store level, yet retain corporate oversight. Allow location managers to select daily specials, or customize their menus for their area while verifying nutritional information provided is maintained.

**7. Menu Nutritional Labeling.** Nutritional regulations are quickly going to change menu board design. The dynamic nature of digital signage will allow restaurant operators to make the most of their menu boards' message space.

In conclusion, by efficiently linking menu recipe databases with digital displays that can be multiply-purposed throughout the environment, restaurants can reduce costs, improve messaging compliance, speed data transmission and facilitate the consumer's decision-making process.

## **ABOUT THE AUTHOR**

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