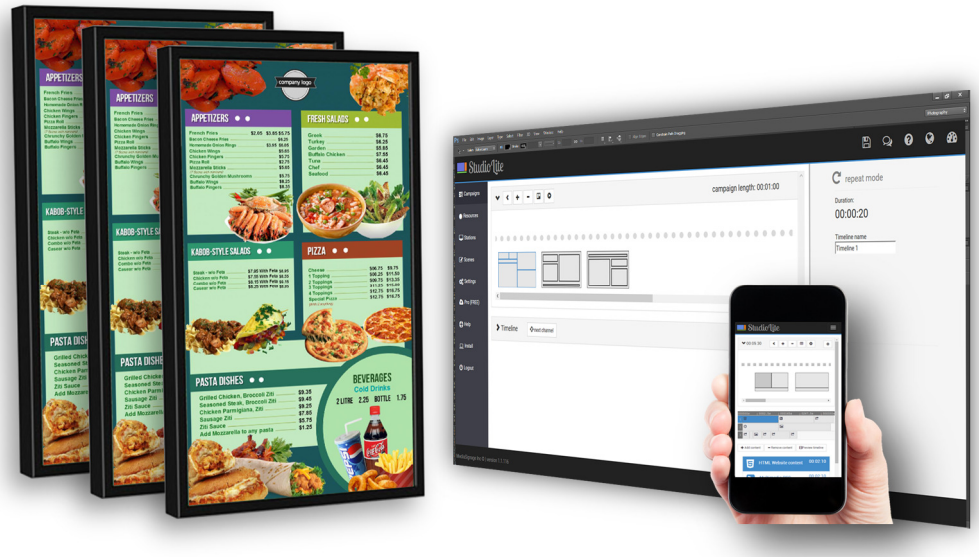
Restaurant and Café - Digital Menu Boards

Digital Menu Boards for Restaurant and Café



Restaurants, Takeaways and Café are the ideal candidates for digital displays. If you are in a popular destination or a location with great foot traffic, a digital signage behind the window or digital menu on the wall could be a perfect invitation to the passer-by. Attracting the attention of passers-by and the customers waiting in order line with graphical presentation of food can lift your sales and provide great buying experience for customers.

Digital Menu Board Solution

Innovative Media Group provides comprehensive digital menu board solutions for restaurants, take-aways and cafes. We cover all your needs including digital display design and installation, web-based content management software, graphic design, food photography as well as on-going supports. With our exclusive restaurant signage solution packages you can easily get your signage running.

Our digital menu system let you to update the items of your menu by a user friendly software from anywhere remotely; and let you convey your message or promote specific items of your menu easily. Also, automatic updating feature changes your menu according to the time of the day for lunch and diner menu and provide you more informative menu and offer great experience to your customers.

Features

- Saving cost on printing and installation of menu
- Dynamic menu with animation, video and photo of food
- Update remotely and make instant changes
- Automatic scheduling of the lunch and diner menu
- Smart phone software and changing the menu content remotely by user friendly software
- Wide range of menu graphic design according to your logo and colours
- Easily promote an item and convey your message to engage your customers
- No monthly service fee for software and server

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INNOVATIVE MEDIA GROUP

Restaurant and Café Package - Digital Menu Boards

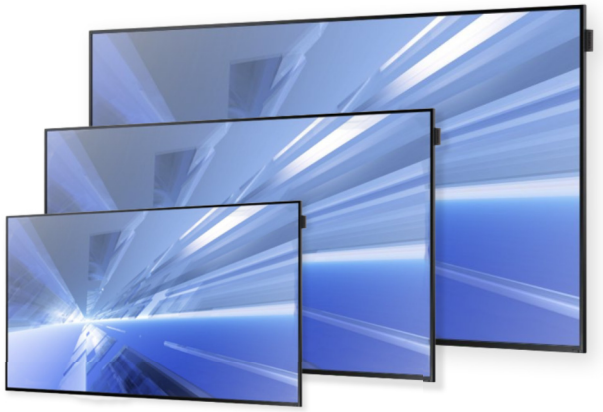
1 Commercial Digital Display

We provide a wide range of digital displays for indoor or high brightness sun-readable for behind the window. You have option to use any size from 32 to 65 inch with portrait or landscape view based on your restaurant design, decoration and specific needs.

To give you the lowest total cost, we use commercial displays that have been tested in the field. We offer a wide range of LCD and LED displays from leading manufacturers to fit your digital signage network.

Commercial Displays Features

- Commercial grade 24/7 operation
- High brightness with sun readability
- Wide range of size from 32 to 65 inch
- Up to 3 years warranty



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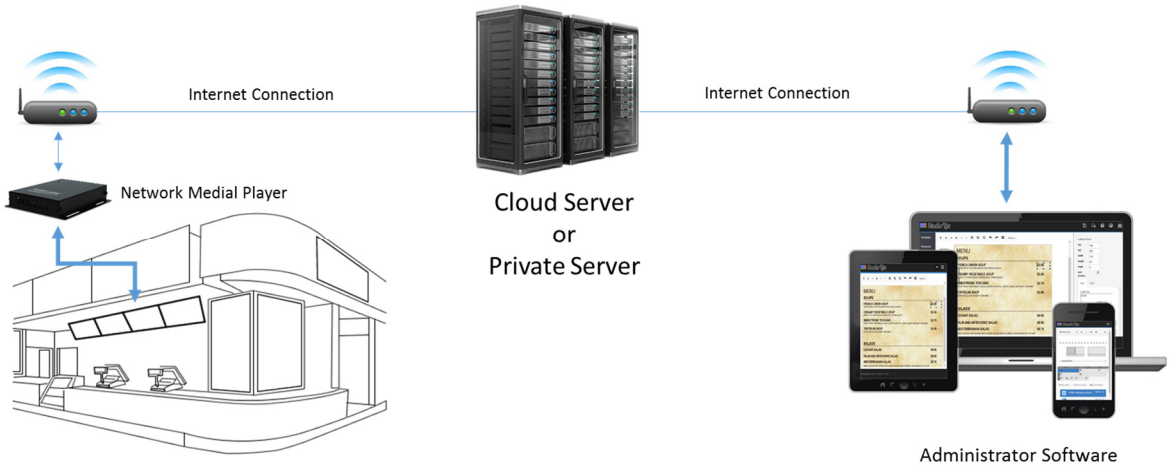
Restaurant and Café Package - Digital Menu Boards

2 Network Content Management System (CMS)

Content Management System (CMS) is the most important part of your digital menu boards. Regardless of the number of displays you are running or locations of your restaurants or cafés, a powerful CMS offers you not only easy menu content management but more effective, eye-catching and engaging menu board with images, video and other components. We use our in-house cloud software or the best available cloud web-based content management software in the market to deliver the state of the art technology and features to our customers. Also, If you need any specific features we are glad to modify our in-house software to fit your needs.

How Cloud Content management system works:

Our digital menu boards solution includes a cloud based Digital Signage CMS. You can manage your menus by a user friendly web-based software using your laptop, tablet and even your smart-phone. All of your media files (Menus, images, videos) are stored on the cloud servers and stream down to each remote display media player. The menus are locally cached on each display remote player so they do not depend upon a constant internet connection.



Features

- No lock in contract and no monthly fee
- Remotely control and instantly update in-restaurant messaging and promotions
- Web-based application - you can access your software by your laptop, tablet and smart phone
- Managing reporting and live monitoring of each display across the system
- Upload your menu content - images, video, RSS feeds, any web pages etc.
- Wide range of menu templates
- User friendly graphical interface - change the menu items, prices, promotions by an easy and user-friendly graphical interface

Requirements

- Our cloud CMS service is free of charge and you only need to prepare internet connection and electricity of course on your location
- A reliable cable or Wi-Fi local network in your restaurant.
- You have option to use your private server rather than shared server. Cloud private software are also available upon your request

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3 Graphic Design and Media Production

The main purpose of digital signage in restaurants is to present your food in a tempting and irresistible way. To deliver effective digital menu boards, we serve our clients with innovative graphic design and media production. Our graphic design team will create eye catching video content using your food photos. If you already have TV ads, photos and media, you can also use these in your digital signage.

Also, our restaurant digital signage package includes whole menu food photography by professional photographers. For your convenience we offer options of studio or on-site photography. You also may use your own photos or advertising media from other advertising campaigns. For more information about our photography services, see our samples Photography services at www.innovativemedia.com.au

Photo Samples

Menu Boards Graphic Design Samples