# Examples of QSR

QSR Brands

QSR Brands

- Ananda Bhavan
- Ben & Jerry's
- Bon Appetit
- Burger King
- Burgy's
- Coca Cola
- Carl's Jr
- Domino's
- Dunkin's Donuts
- EAT
- Foodmarket
- Holyfields
- Ikea
- KFC
- Krystal

- Mac Donald's
- Melt Shop
- Mexicali Fresh
- MOS Burger
- Muffin Break
- Naver
- Panos
- Radisson Plaza
- Shell Oil
- Subway
- Sushi Roll
- Taco Bell
- The Star
- Triple-O'
- Wendy's

SCALA

QSR Signage

Process Benefits

• Menus can be updated instantly.

• Quality Assurance/Compliance Liability/Legal – Wrong Trademark? Fixed.

• Point of Sale Integration – Never have a wrong price

• Asset Management/Agility – Automatically change product images based on local ingredients and inventory

• No Printing/No Shipping – Many screens cost under $30/year to operate, well under the cost of paper, magnetic strips, expensive inks, delivery, and time

• Less Training – Store employees will never need to touch the menu
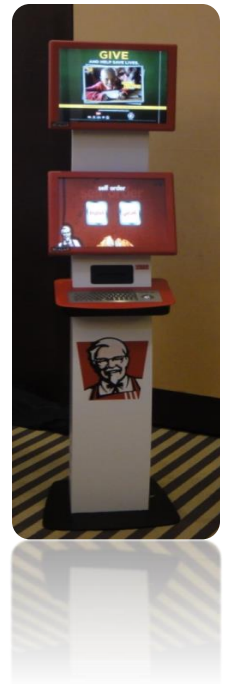
QSR Signage

Sale Benefits

- Instant Promotions/Feedback – Real-time reporting of menu efficiency
- Dynamic Content Changes based on sensor data of POS sales, audience, inventory, weather, market trends – Automatically push chicken nuggets when a child enters store
- Impression – Customers are more likely to visit digital restaurants over non-digital restaurants.
- Familiarity – Static menus cause customers to pick the same item every time. Digital menus cause ordering habits to rapidly change.
- Analytics – Infer buying patterns and influence habits in real-time with real data
- ROI – Tax breaks and raw cost savings prove out investment with short return windows.

Architecture examples

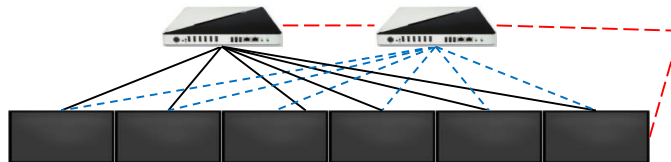- Android media appliance (image/video/html5 only)

- 2 and 4 video outputs PC players with redundancy, manual failover

- 6 output PC players with redundancy, automatic failover

- Screen Failover

  - Is about re-arranging the content when a screen is detected as black

  - It can be a manual or automatic detection and re-arrangement

There is no « right » architecture, just a right one for Your needs.

Their would be different architecture possibilities depending on your content requirements (what kind of content, what kind of integration..), your number of displays, your budget, your installation pre-requisites (cablings, player location), your IT department preferences (hardware vendor, type)…

Help us to understand your requirements and we will propose you solutions accordingly

Ananda Bhavan (Singapore)

- The oldest Indian vegetarian restaurant in Singapore

- Digital Menu Board

Ben & Jerry's (Japan)

- Digital Menu board solution

- Live Twitter Ticket on LED display

*"The Scala team in the U.S. and Japan were instrumental in translating the technology for Tesser's digital signage and live Twitter and Facebook feed concepts into layman's terms, making the digital communication easy to incorporate into the store design," said B. Todi, account manager, **branding and design company Tesser for Ben & Jerry's**.*
"Scala software is so powerful and flexible there were no limits on the creativity that we could apply to our design concepts."

*"Scala was an ideal choice because its software provides a flexible solution that met all our needs – digital menu boards, social chatter and standalone video," said Shintaro Nakagawa, **Ben & Jerry's brand manager**.*
"Having digital signage provides a new, cool way for us to connect with customers and helps us build on creating a memorable experience they cannot get anywhere else."

PR : http://www.prweb.com/releases/2012/6/prweb9610461.htm

Bon Appetit (UK)

- Digital Menu board solution

"*Digital menus enable us to be able to put up new dishes and change prices at the touch of a button, and since we've had the digital menus, it seems that we're able to dictate our best selling...*"

Case study : http://signaturedigitalmenus.com/case-studies/bon-appetit.htm

SCALA

Burger King

- Digital Menu Board solution, Managed Services, Custom GUI

- **Germany & Austria** : 900 Players across 643 restaurants for over 4 years

- **Poland, Czech Republic & Hungary** : 25 Restaurants

- **Sweden, Norway, Denmark** : Contract awarded for 130 restaurants

- **UK** : 100 Players, 30 restaurants

- **Puerto Rico** : 143 restaurants

- **Kuwait** : 3 restaurants

- **UAE** : 1 restaurant

"The strategies from Signature mean we have been able to increase sales of some products by 63%. The Scala based system is reliable and scalable, which is business critical. No menu boards, means no sales. It's because of Signature and their unique understanding that the menus are expected to pay for themselves in one year." – Ian Hetherington, **Brand Manager for SSP**

Case study : http://scala.com/digital-menu-boards-burger-king-case-study/

Case study : http://scala.com/vember-30-2010-burger-king-uses-scala-powered-digital-menu-boards-to-increase-sales-in-u-k-restaurants/

Stores count from 2013/05

Burgy (Norway)

- Digital Menu Board solution

- Installation & implementation of the concept by Scala

- New burger chain with 2 stores, 2013

Carl's Jr. (New Zealand)

- Digital Menu Board solution, Promotional indoor signage, Video Music Clip

- About 20 stores, 100 players, since 2012

- 1 Player / screen for DMB

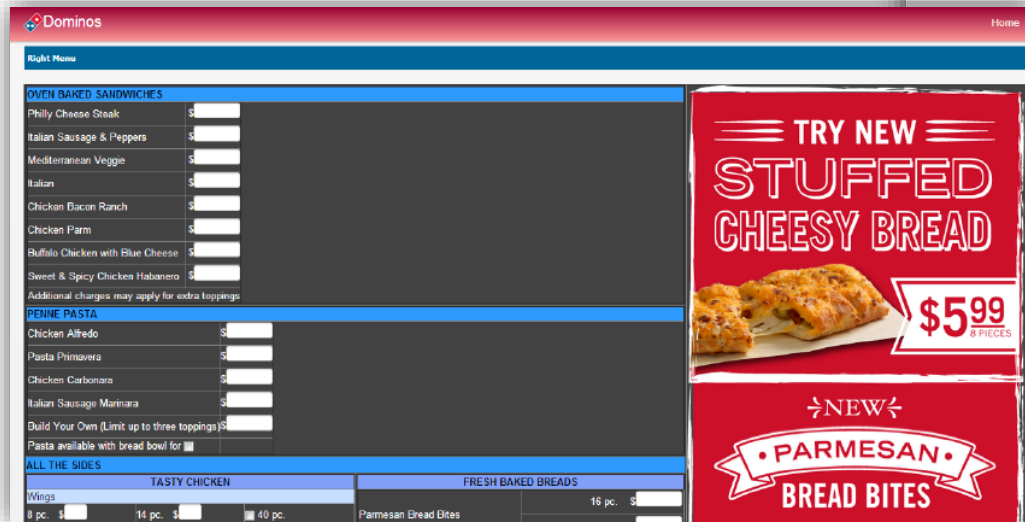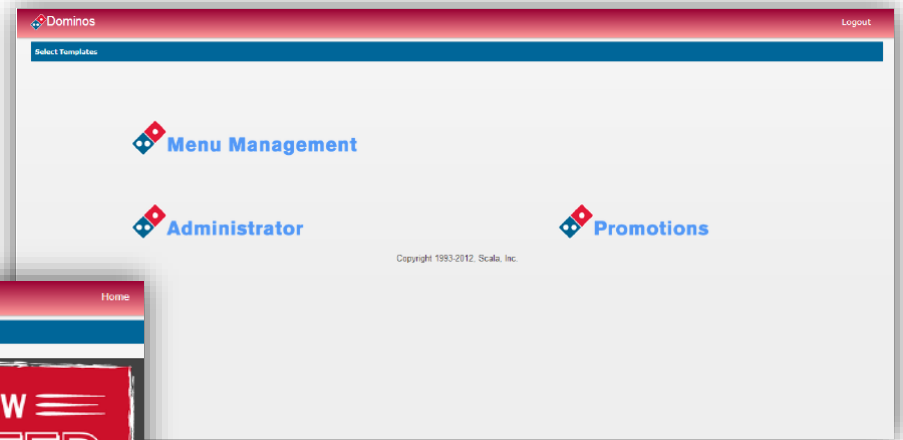- 1 Player / up to 4 screens for indoor signage

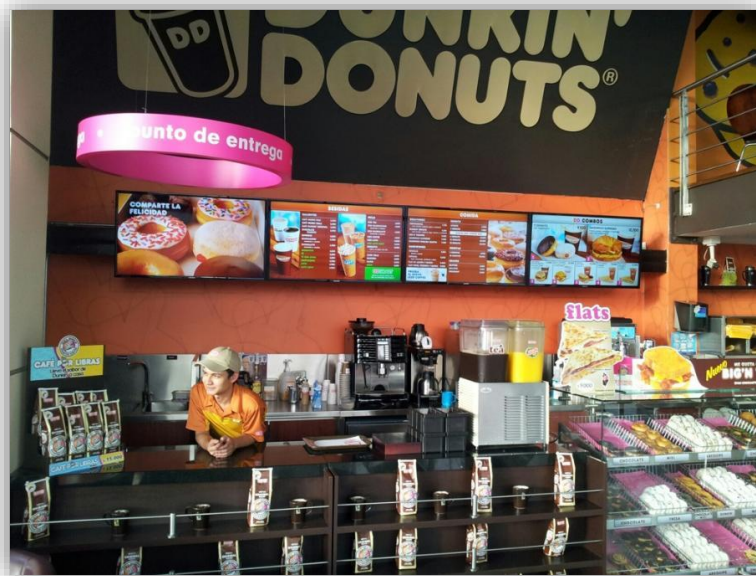# **Coca Cola** (France)

- Digital Menu Board solution

SCALA

Domino's (USA)

- Digital Menu board solution

- Custom Web Interface for each local franchisee to manage their menu/price

Dunkin' Donuts (Colombia, UK, Austria, Switzerland, US military bases in Japan)

- Digital Menu board solution

SCALA

EAT (UK)

- Digital Menu Board solution
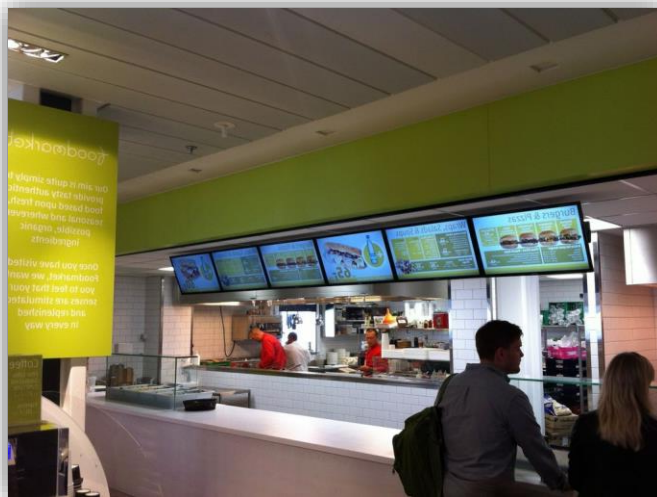
- Since 2012

- All 113 stores to be installed by 2015

"…Flexible and far more engaging that static content…"

Case study : http://scala.com/centrally-managed-digital-menu-boards-eat/

SCALA

FoodMarket (Denmark)

- Digital Menu board solution

- Location: Copenhagen airport

- 1 Player / 3 Screens

- 70 Players

Holyfields (Germany)

- Guests order their food and drink on a touch-screen

- Guests receives a pager to

  - Transmit the order to the kitchen

  - Be notified when his order to ready to pick up and where to get it

  - Pay his bill before leaving while returning the pager

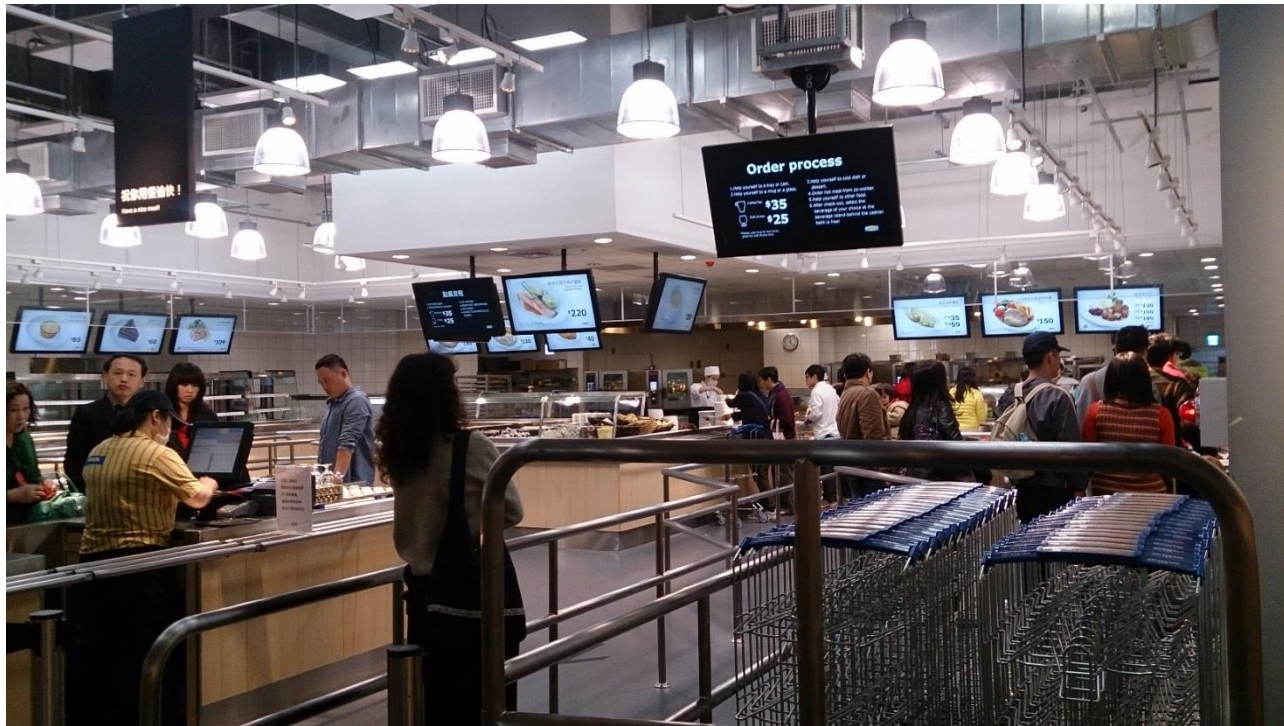Category Food & Beverage :
Gold Apex Awards

*"The ordering of the meals can only be done via the terminals in our restaurants. Failure or down-time would result in extensive monetary loss," Schöps **Managing Director of holyfields**, said. "The software to drive the system is, therefore, crucial. We are very satisfied with the Scala software, because it is fast and incredible reliable."*

Case study : http://scala.com/wp-content/uploads/2012/08/holyfields-interactive-ordering-system.pdf

SCALA

IKEA (Taiwan)

- Digital Menu Board / Advertising
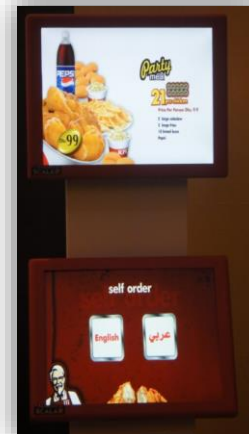
- 1 Store, about 40 Players

SCALA

KFC (Australia)

- Digital Menu Board solution

- About 250 stores, about 500 Players, since 2012

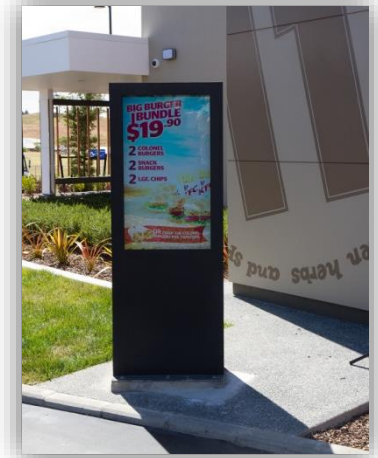- 4 Screens / Store

- 2 Player / 4 Screens (failover mechanism)

CONFIDENTIAL

KFC & Taco Bell (India)

- Digital Menu Board solution

- Self ordering Kiosk concept

- Over 220 stores, 1000+ screens, 1000+ players, since 2011

- SaaS Solution

- Content Creation, Scheduling managed by Scala

- 24 menu variations based on region / commercial location

- Failover mechanism

KFC (New Zealand)

- Digital Menu Board solution indoor & outdoor

- About 100 stores, 470 IAdea/Android players and 50 PC players, since 2012

- Promotional indoor signage with live TV feed

- 1 Player / Screen for DMB

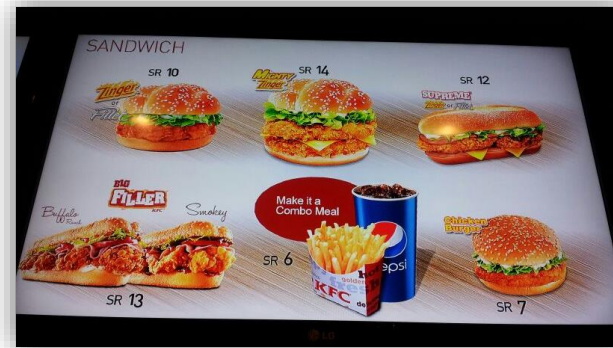- 1 Player / up to 4 Screens for indoor signage

SCALA

KFC (Philippines)

- In-store Digital Promotion and Advertising

- 5 stores since 2010

KFC & Hardy's (Saudi Arabia)

- Digital Menu Board solution

- Over 30 stores since 2012

- 1 Player / 4 Screens

KFC (Thailand)

- Digital Menu Board solution

- About 200 Players since 2013

- 4-7 Screens / Store

- 2 Player / 4 Screens (failover mechanism)

- Server, Content Creation, Scheduling managed by SCP

Krystal (USA)

- Digital Menu Board solution

- 40+ locations

- POS integration

"Over the years, Krystal's menu boards design has undergone three significant major or wholesale redesigns, and the flexibility of the Hammond/Scala solution enabled the implementation and deployment of the new designs to be extremely cost effective and efficient." Craig Miller, **VP Interactive Media** at Hammond Communications Group, Inc.

"For the past several years, we've found the Scala platform very reliable and integral to the success of our digital menu board strategy. We've found Scala to be pretty much a 'set it up and forget about it' system as it works consistently. Scala has been received favorably by our Marketing team and partners in allowing vibrant, exciting content for our customers."
Jimmy Biddle, Director, **Restaurant Information Systems** at The Krystal Company

Case study : http://scala.com/krystal-qsr-evolves-digital-experience-to-menu-boards/

McDonald's (South Africa)

- Digital Menu Board solution

- Since 2012

- 1 Player / 6 screens with player failover mechanism

Melt Shop (USA)

- Digital Menu Board solution

- Since 2015

"*Thank you for putting together what we consider to be the coolest menu board displays in the business. We are very happy with the end product and appreciate you guys working so hard to make it happen. We have big plans for growth and are thrilled that you are our digital menu board partner.*"- *Spencer Rubin,* **Melt Shop Founder/Managing Partner**

Case study : http://scala.com/scala-and-zero-in-help-melt-shop-roll-out-digital-menu-boards-with-cloud-based-digital-content-solution/

Mexicali Fresh (New Zealand)

- Digital Menu Board solution

- Promotional indoor digital signage with Live TV feed and audio channel

- SaaS Solution

- About 18 stores since 2006
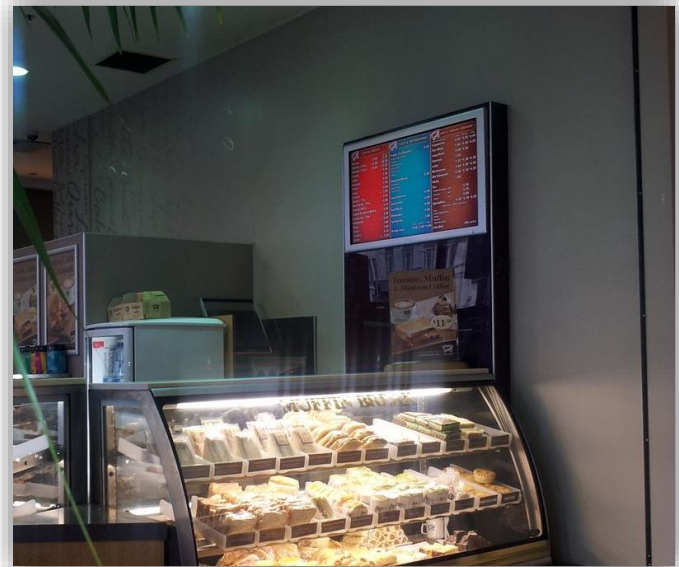
- 1 Player per store / 4-6 screens

MOS Burger (Japan)

- Digital Menu Board solution

- 2 Pilot stores (Kyoto, Tokyo) since 2013

- 1 Player / 3 screens

Muffin Break (New Zealand)

- Digital Menu Board solution

- SaaS Solution

- 18 stores, 1 screen / store

Naver HQ (South Korea)

- Digital Menu Board solution

- Corporate signage

SCALA!

Panos (Belgium)

- Digital Menu Board solution

- Scala Analytics

- 150 restaurants

Case study : *http://scala.com/digital-signage-drive-sales-generate-demonstrable-results-panos/*

Radisson Plaza (Finland)

- Windows tablet with Scala driven interactive content

- Pick your food, watch a movie about the dish considered, get nutrition advices and simply order. Food, drinks orders etc. goes directly to the kitchen

- Entertain (games, news) while waiting

- Call waiter function
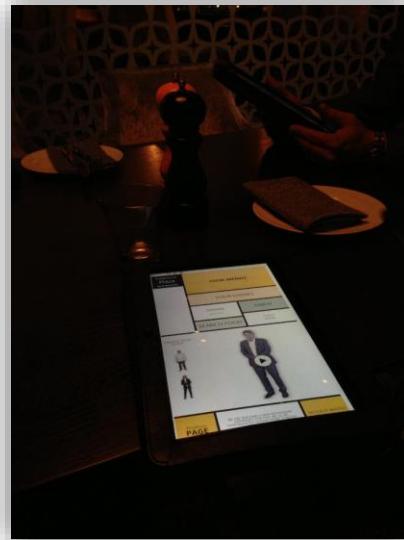
Shell Oil (Brazil)

- Digital Menu Board solution

- From 2012, with 250 stores

- Extension to 600 Stores, 1800 screens

*"Scala provided just what we needed, allowing all stores to micromanage their own content while we handle all global media. Making such a powerful system so easy to use is key to our business." Alberto Moura, **art & design director**, Ya Mogu*

Case study : http://scala.com/shell-oil-expanding-successful-signage-installation-to-600-stores-throughout-brazil/

Subway (Australia)

- Digital Menu Board at Sydney Airport

Subway (Russia)

- Digital Menu Board

- 50+ Players, since 2013

Case study : https://www.youtube.com/watch?v=MOBmZuI-D84 (in Russian)

SCALA

Sushi Roll (Mexico)

- Digital Menu Board

- About 5 stores, since 2014
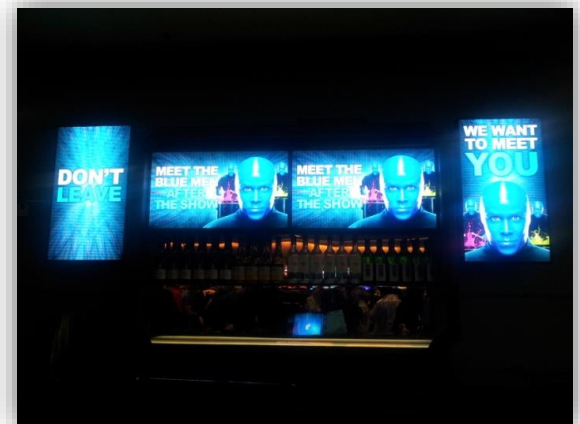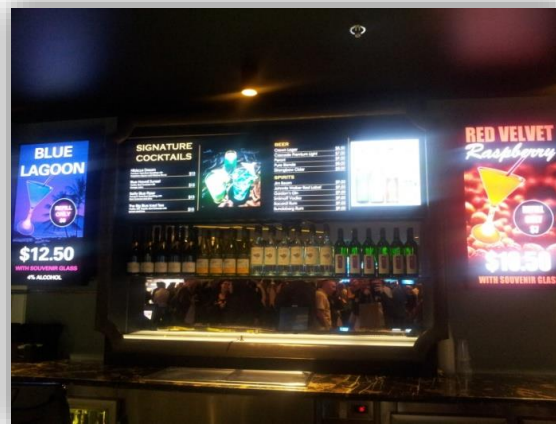
- 1 player / 3 or 4 screens

Taco Bell (Kuwait)

The Star (Australia)

- Hotel, Restaurant, Casino, Theater with multiple solutions all based on Scala, entirely managed by The Star

    - Interactive Kiosk/Wayfinder

    - Advertising

    - Infotainment

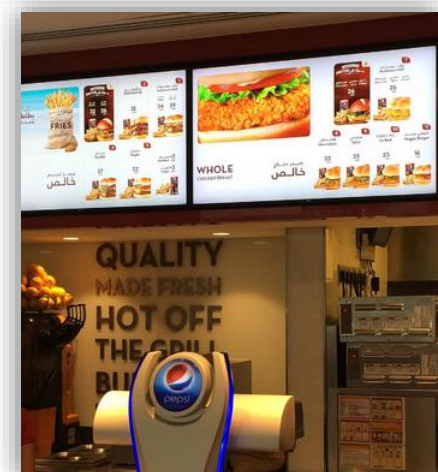   - Digital Menu Board …

Triple-O's (Canada, HKG)

- Digital Menu Board

- Since 2013

- 15 stores

Wendy's (USA, UAE)

- Digital Menu Board with full redundancy & Advertising

- SaaS Solution with Tier 1 support

- Since 2012, 5000+ Players

Case study : *http://scala.com/driving-digital-signage-distinct-content-wendys-global-locations/*

Fact sheet : *http://scala.com/fact-sheet-wendys-united-arab-emirates/*

SCALA

YamYam (UK)

- Digital Menu Board

« Signature's expertise have provided a menuboard system which is helping our business and is in line with our brand. The menus look fantastic and fit perfectly with the look of our restaurants, helping to create the customer experience we are looking for. Our customers love it and we're very pleased with the results », Lamen Reddy, **YamYam**

Case study :