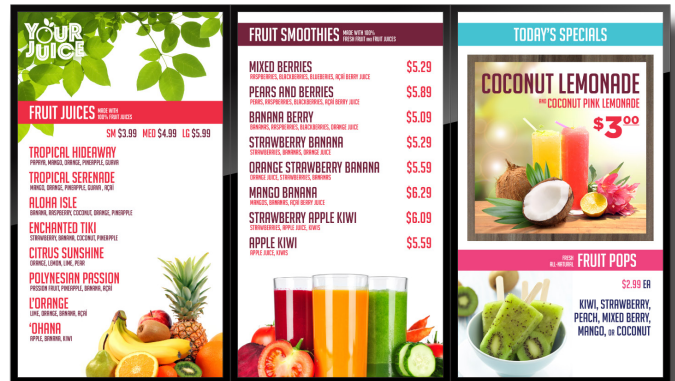# Digital Menu Boards

Digital signage technology is moving into the service industry at a rapid pace.

Whether you are a quick-service or fast-casual restaurant, convenience store, auto repair shop, bank, or virtually any service-oriented business, you must always be enhancing your offering to maintain your competitive edge because your customers cannot order what they cannot see.

And on the user side, if your solution is not easy to use, no one will use it. Therefore, Hughes makes the user experience the top priority. Creating, managing, and scheduling menu board content is as simple as "drag & drop." All configuration is done in a browser, and no additional software or plugins are needed.

With Digital Menu Boards, you can:

- Enhance the customer experience with vivid product imagery
- Easily change specials and messages by time of day, shift, demographics, or seasonal patterns
- Provide customers with real-time "order up" status
- Control content via Cloud-based content management system and integrated smartphone app
- Integrate social media feeds to create a customer-centric, "share-worthy" atmosphere

Solution includes:

- Displays and Hughes media player
- Content hosting and distribution
- Professional installation and field maintenance options
- Cloud-based, device-agnostic content management system
- Installation, maintenance, and support options

Features and Benefits:

- **Fully customizable templates**
- **Fast and scalable implementation**
- **Easy-to-use Web management interface**
- **Cloud-based content management and distribution system**
- **Support for interactive kiosk technology**
- **Support for custom integration with external data sources**
- **Support for multiple graphics and video file types, including 4K**
- **Screens can also be used for video on demand**

Frequently Asked Questions

What types of content are supported?

You can use .jpg, .png, and .gif image formats, HDTV video streams, .mp4, and .mov, video files. The system will also display HTML5 widgets, RSS and social media feeds, as well as display Web pages. Integration with social media feeds is also available.

How do I manage players and content?

Digital menu boards are managed using a Web browser. The admin simply adds and schedules applicable content. Videos, local announcements, and social media feeds can be added if desired. Social media feeds can go through an automated or manual approval process prior to posting. For employee content, video and other info can be injected, scheduled, and managed from the same Web interface. The admin can also see all of the player statuses in real-time.

How do I utilize Digital Menu Boards as a training tool?

Using a remote control, digital menu boards can be used to display compelling videos on demand. Employees can view content, both before and after hours, and you can capitalize on the technology you already have to deliver the right information at the right time to your team.

What kind of customer support is provided?

Depending on preference, Hughes can provide 24/7/365 telephone support. Hughes also provides optional onsite field maintenance services, which can be purchased.

Service businesses quickly see value in digital menu boards, as a dynamic and cost-effective way to enhance the customer experience. You can modernize the experience while preserving capital tied up in static printed displays, giving customers and employees a great experience.

For additional information, please call 1-888-440-7126.