



Digital Menu Board Integration

One of the latest tools to emerge in the quick-service market is the digital menu board. A fully integrated feature of the RES 4.0 point-of-sale (POS) system, this novel technology displays menus while simultaneously drawing customers' attention to other information, like current store promotions. While the quick-service market becomes increasingly aware of the benefits of digital versus traditional menu boards, restaurant owners seek a solid solution that will improve operations and boost customer experience.

Typically sold as an added module or an interfaced product, MICROS includes the Digital Menu Board functionality as a core feature in RES 4.0. So when you're ready to deploy this innovative technology for your business, MICROS is ready with RES 4.0 Digital Menu Board Integration.

► The Integration Advantage

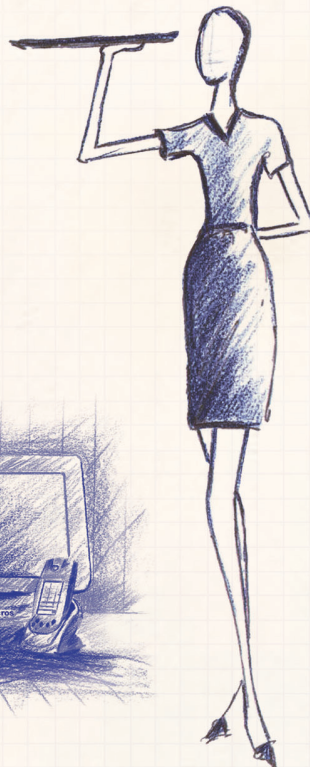
- Menu and price changes made concurrent with POS changes and seamlessly updated in real-time which increases the level of accuracy between the price displayed on the menu and price charged to the customer, thus improving customer satisfaction
- Automatic process enables employees to focus on customer service and food preparation rather than manually changing the menu
- Enterprise Management (EM) allows Corporate to manage content for the store's menu board, therefore no input is needed for the individual store
- Included as core functionality in RES 4.0, customers are exempt from additional software costs

► Powerful Marketing Capabilities

- Attention-grabbing graphics used to promote daily specials and up selling which can increase revenue
- Ability to create custom graphics provides branding opportunities and a specialized feel for the store's menu display
- Displays drive additional traffic to the store, create more product interest, and help build customer loyalty
- Displays can also be used for training purposes

► Web-enabled Design

- Created as a custom-designed web page that dynamically updates its content based on preconfigured settings
- Incorporates the use of a web browser, ASP application, and web service to deliver customized content to the menu board display
- Supplies the basic content with purchase options for specialized content



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**Corporate Headquarters and
Americas Regional Office**

7031 Columbia Gateway Drive
Columbia, MD 21046-2289, USA
www.micros.com

Sales information:
(443) 285-6000
(866) 287-4736 (US and Canada)
info@micros.com

Asia Pacific (61) 2-94 85 10 00

Europe/Africa/Middle East (49) 2131-137-0

Latin America (54) 11-4119-1150

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