



The background of the entire page is a photograph of a modern restaurant interior. The space features exposed brick walls, a high ceiling with industrial-style pipes and hanging pendant lights, and a long wooden bar with stools. In the center, a large digital menu board displays various food items and prices. The foreground shows tables with chairs, some with woven backs. The overall aesthetic is contemporary and industrial.


# DIGITAL MENU BOARDS





**FERNANDO'S  
EATERY & CAFÉ**

**LUNCH**



**Soups**

**Tuscan Chicken Noodle Soup**  
Low Sodium Chicken Stock, Chicken, Egg Noodles, Yellow Onions, Carrots, Celery, Margarine, Salt

**\$1.95**

**Sides**

**Yellow Rice**

**\$0.75**

**Broccoli**

**\$1.35**

**Entrees**

**Chicken Marsala**  
Chicken, Mushrooms, Shallots, Demi-Glace, Flour, Marsala Wine, Olive Oil, Salt, Ground White Pepper

**\$3.50**

**Braised Root Vegetables**  
Low Sodium Vegetable Stock, Rutabaga, Red Potatoes, Sweet Potatoes, Carrots, Parsnips, Yellow Onions, Garlic, Canola Olive Oil Blend, Brown Sugar, Salt, Ground Black Pepper

**\$0.85**

For your order, please inform your server if anyone in your party has a




A decorative graphic in the top right corner of the page. It features a series of light blue lines and circles that resemble a circuit board or a stylized tree structure, set against a dark blue background. The lines are of varying lengths and connect to small circles, creating a complex, interconnected pattern.

# TABLE OF CONTENTS



- Features ..... 4
- What to Display ..... 6
- Components of a Menu Board ..... 8
- How It Works ..... 12
- Total Cost of Ownership ..... 14





<b>PBLT</b>	\$ 12.75	<b>Classic Tuna Salad</b>	\$ 10.75
Pork Belly, lettuce, tomato, mayo, pickle salad.		Crossroads' tuna salad on braided roll - LTO	
<b>Classic Roast Beef</b>	\$ 11.25	<b>Classic Chicken Salad</b>	\$ 11.75
Tender RB on braided roll - LTO		Crossroads' Chicken Salad on Braided roll - LTO	
<b>Classic Turkey</b>	\$ 11.75	<b>Miss Vickies Chips</b>	\$ 2.25
Oven Roasted Turkey on a braided roll - LTO		<b>Cookie</b>	\$2.75
<b>Classic Ham</b>	\$ 11.25	<b>Jarritos</b>	\$ 3.25
Black Forest Ham on a braided roll - LTO		<b>San Pelegrino</b>	\$ 3.25
<b>Crossroads Soup of the Day</b>	\$ 6.95	<b>PB&amp;J</b>	\$ 8.50
		<b>Mac N Cheese</b>	\$ 8.50

## Features

-  Easily update menu items, images, and keep prices up-to-date
-  Maximize upsell opportunities by highlighting your daily specials

-  Incorporate QR codes for patrons to download the menu
-  Schedule your menus at specific times with dayparting





- Entertain patrons while they wait for their food
- Hundreds of customizable menu templates with animations
- Includes both interactive (touch) and non- touch options
- Eliminate costs associated with printing menus
- Maintain branding consistency across multi-location franchises
- Manage remotely over the internet from anywhere



# What to Display

Digital Menu Boards are the best way to grab the attention of your customers. Showcase your food selection and more utilizing these content apps:



## Menu Maker

Customize menu board templates with your entire menu, images, fonts, and pricing



## Images & Videos

High-quality images and interesting videos are great at promoting offers and discounts



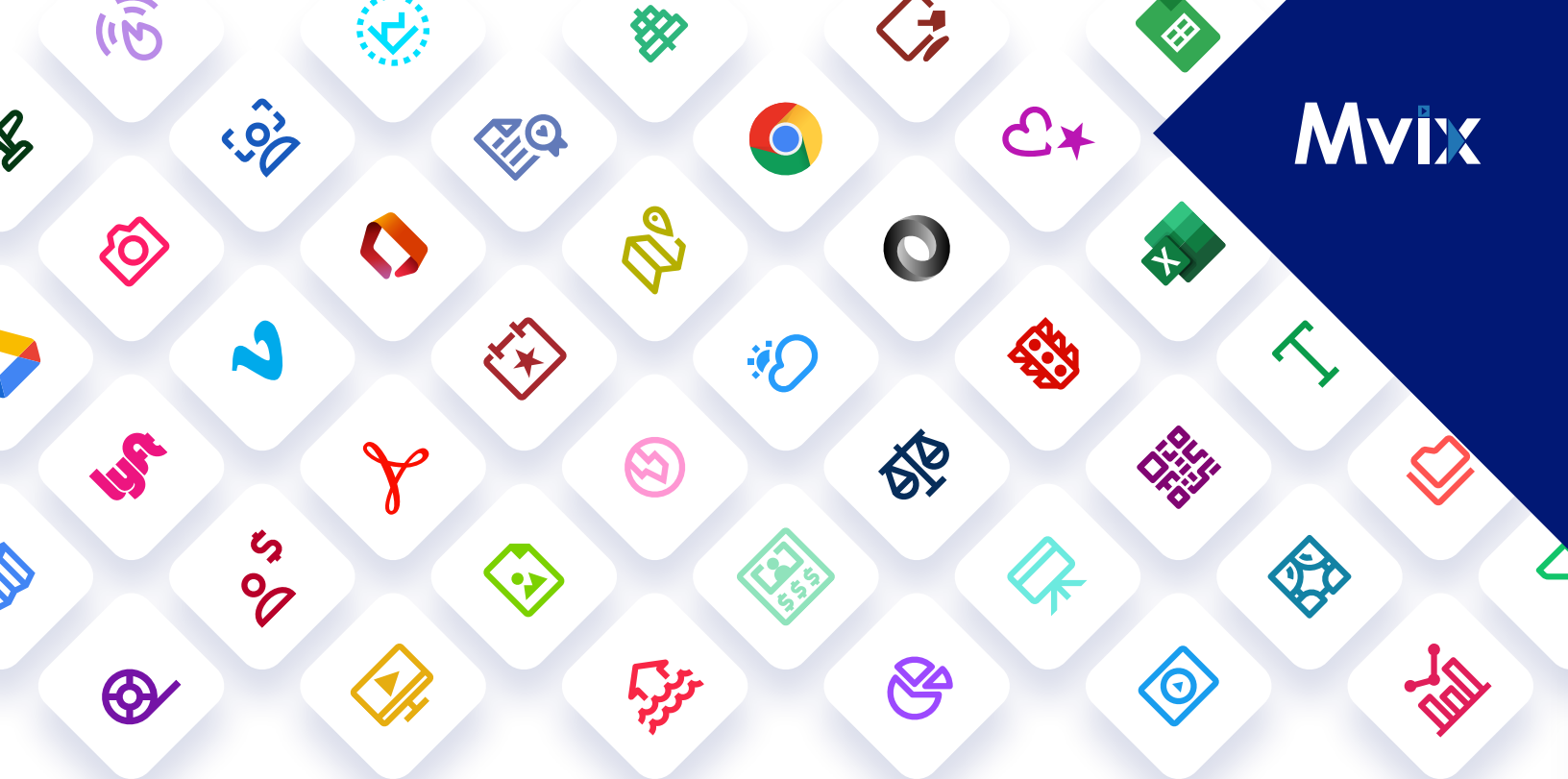
## QR Code

QR codes let diners download menus or view offers on their phones



## Social Media

Social media feeds from Instagram, TikTok, Pinterest, and Twitter maximize customer engagement



## Remote Reboot

Reboot your devices remotely from any computer



## Queue Management

Show real-time queue status, call customers by name, and entertain waiting customers



## Live TV Input

Provide entertainment with a chosen video input



## Web-URL

Show off your website and pull other content from any other web URL



## Event Listings

Integrate your calendar to showcase upcoming events



## Weather

Highlight live weather conditions and forecasts



## News

Display news feeds from food networks and general broadcasts



## Scrolling Text

Show offers, specials, new products, and other announcements via scrolling text



# Components of a Menu Board

## Commercial-grade Display

Selecting the display/screen is a critical aspect of building your digital menu board.

The three questions to ask yourself about your display are:

- Does it need to be touch-enabled?
- What size is appropriate for my space?
- Do I need a commercial-grade display and extended warranty?







## Software

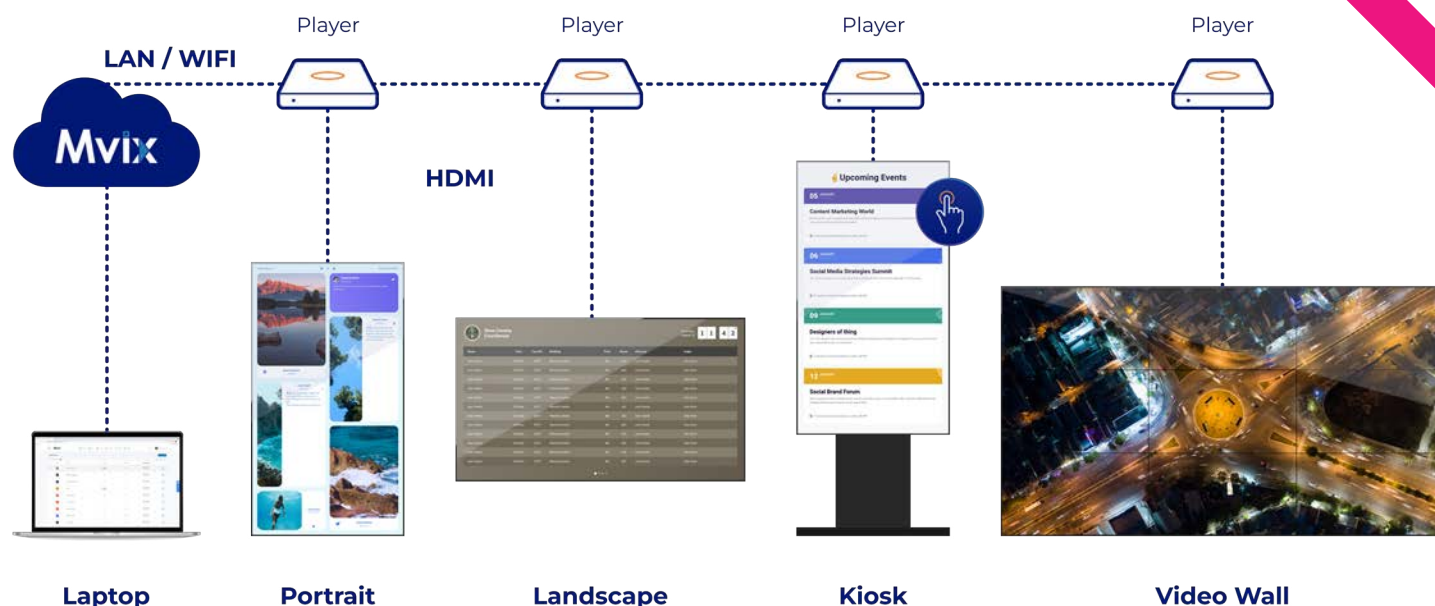
Digital Signage Software allows you to create and schedule the messages, graphics, and feeds that will display on your digital menu board.

This software will often include pre-built templates that you can customize as well as content apps (think weather, news, sports) that you can drag and drop into your “zones” (sections within the screen that you’ve segmented for a specific use).

## Media Player

The media player is a small device that is connected to the display via HDMI and to the internet via Wi-Fi or a wired connection.

Your Player caches the content you’ll display on your digital menu board so your screens will never be blank, even when there is no internet connection.





## Mounts

Mounting solutions have functional and aesthetic benefits:

- Do you need to be able to adjust the angle of your sign?
- Are you planning for a video wall or single display?

## Enclosures

Enclosures complement your decor and showcase eye-catching content.

Behind the scenes, the enclosures enclose a custom rack and offer space to hide equipment such as a digital signage media player and cables.

The enclosures are designed to be aesthetically pleasing, but also to provide ventilation, hide display bezels, expose power buttons, and make accessing digital signage media players as easy as possible.





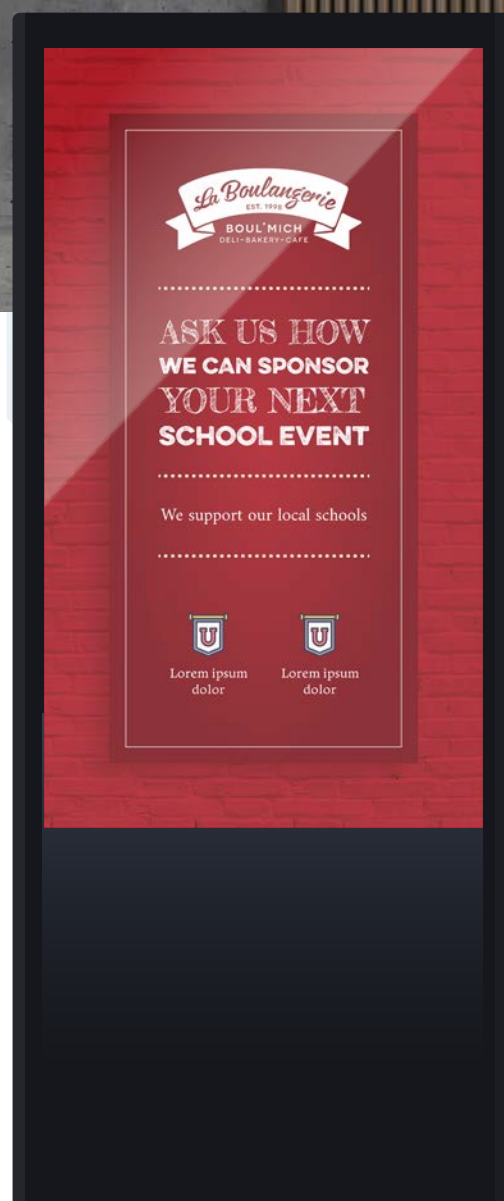


## Menu Design

You can outsource menu creation to a professional designer or customize the available templates by adding your menu items and prices. Both approaches have pros and cons, depending on your budget, the number of employees, and preferences.

Your menu board content should have your logo, brand colors, and images. In this way, patrons easily remember your brand long after leaving your premises and are likely to return.

Bland menu boards are easy to ignore, unlike gifs, social media feeds, and animations that keep people glued to your screens. However, too much clutter and movement is a distraction, so avoid too much moving content.



# How It Works



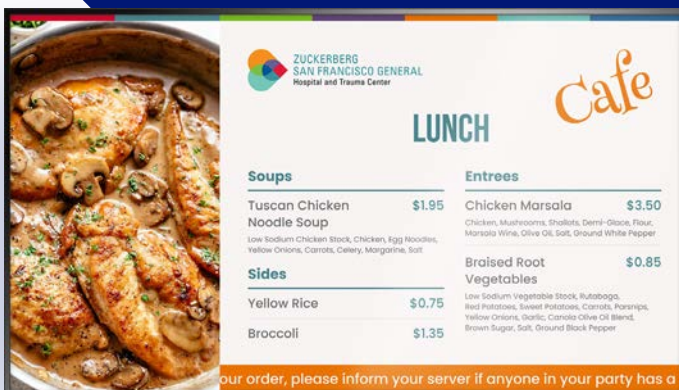
## Install Media Player & Screen

The signage player connects to the internet wirelessly or via an ethernet cable, and to the screen using an HDMI cable.



## Create Content/ Customize Templates

The web-based software, accessible from anywhere, enables you to upload and/or create content, playlists, and templates.







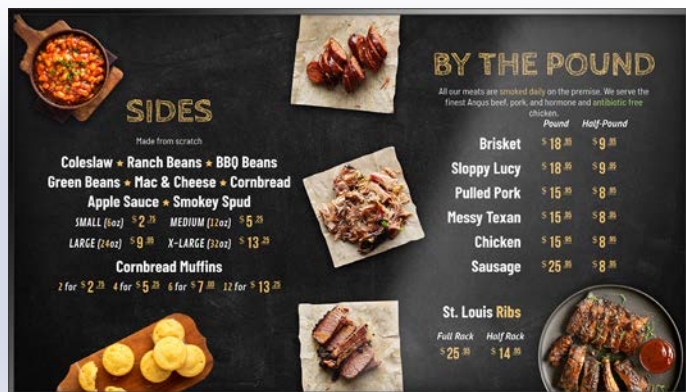
## Publish & Display Content

Once the content is configured via the cloud software, the LED system auto-downloads and displays your dynamic content on the screen.



## Update Content/Reschedule

Remote access to the software allows you to easily update content and playback schedules on multiple screens, all from one login.



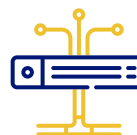


# Total Cost of Ownership



## Cost of Hardware

The cost of hardware will depend on the requirements of your implementation. A strong recommendation is to get a commercial-grade display that can handle being on 24/7. Commercial-grade displays generally come with extensive warranties.



## Cost of Content Creation

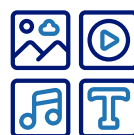
There are two ways to account for cost of content. You can have your company's design team create the content or you can pay an agency or freelancer to create the content. The second option (which is usually the cheaper one) is to select digital signage software that include customizable content templates, feeds, or an app store.





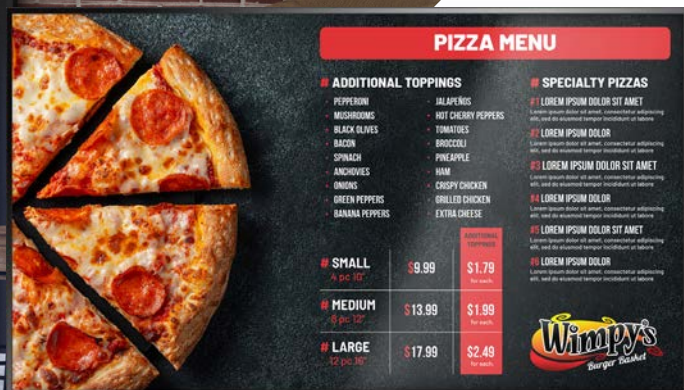
## Ongoing Support and Training

Many digital signage providers will include service and support as part of your cost. Be clear on the length of this agreement and have a plan in place for ongoing support and training. If this is an internal resource, calculate what percentage of their time will be allocated to troubleshooting and on-boarding new internal resources to the digital signage work flow.



## CapEx or OpEx?

What type of pricing model works best for you? Getting a subscription will spread the cost out over time. Conversely, a one-time purchase may have a higher upfront cost but you will save over the long-term.



## Cost of Installation/Implementation

Will your digital menu board vendor provide turn-key service i.e. handle deploying your content, mounting your sign and ensuring network connectivity? If not, include these estimated costs. If you're considering doing it yourself, take into account the expected time required to get your menu board up-and-running.



# CONTACT

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23475 Rock Haven Way  
Suite 125 Sterling, VA 20166 (USA)



+1 866 310 4923  
+1 703 382 1739



[www.mvix.com](http://www.mvix.com)



[info@mvix.com](mailto:info@mvix.com)