



# DIGITAL SIGNAGE FOR QUICK SERVICE RESTAURANTS

A Special Supplement to *Digital Signage* magazine

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# DIGITAL SIGNAGE AND THE QUICK SERVE RESTAURANT

*A look at where we are, and where we're going*

By David Keene, and Alan C. Brawn



Fast Casual is deep into a process of rebranding. Pizza Hut is doing so with a lively sports bar concept that served pizza, wings, happy hour drinks, and gameday coverage of sporting events. (See case study in this publication.)

In the hottest parts of this industry, today people speak less of digital signage and the “restaurant market” and increasingly of QSR, fast casual, kiosks, menu boards, POS, self service, drive-thrus, remote ordering, and other elements of a booming market. Taking QSR as a starting point— because much of the boom surrounds QSR and its variations— what’s new this year?

From a display standpoint, we still see LCD flat panels dominate the display landscape, with some indoor and a lot of outdoor direct view LED coming onto the scene. Interactive kiosks for self-service are rapidly expanding, and beacon technologies are gaining acceptance. Ultimately all digital signage boils down to promoting, enhancing, and facilitating communication, whenever

and wherever a viewer might be (and do so in the most effective manner). In the QSR market, the devil is in the details. But as you look at technology examples in this publication, first put the goal of messaging and digital signage in the QSR market in perspective. At its core, digital signage is all about consistent and effective communication. It is at its best if this is done to enhance the experience and make that memorable and repeatable.

A few years ago, Joseph Pine and James Gilmore wrote the visionary book, the Experience Economy. In the Harvard Business Review, the authors note that “Economists have typically lumped experiences in with services, but experiences are a distinct economic offering, as different from services as services

# A ONE-OF-A-KIND DIGITAL SOLUTION FOR AN ICONIC BRAND



**“Not many people work with custom.... And there are times you really need a custom product.”**  
- Mike Sisco, CEO of Embed Digital

that much weight the center of gravity would cause the pole and screens to lean back at the bottom, leading to unattractive results.

Premier Mounts got involved early on during the initial stages of the project to offer expertise and support for a smooth and efficient process. Premier Mounts engineers worked closely with [Embed Digital](#) to design the layout of the installation, and to decide which stock products

Digital signage is rapidly becoming a must-have technology for companies operating in the quick service restaurant market. Menu boards and animated videowalls offer convenient features such as the ability to update price, menu, nutritional info, and content easily. Vivid digital displays also prove superior to printed menu boards at grabbing the attention of restaurant guests and up-selling products, providing a fast return on investment.

Recently, Premier Mounts had the opportunity to partner with digital signage solutions company [Embed Digital](#) to deploy signage for one of the most iconic brands in the world – Pizza Hut.

## DIGITAL SIGNAGE VISION

The Pizza Hut franchise owners imagined a lively sports bar concept that served pizza, wings, happy hour drinks, and gameday coverage of sporting events. In addition to a wall-to-wall digital panorama, they envisioned a unique, ceiling suspended triple triangle video hub with an array of 75” video screens at the top and 65” video screens on the bottom. But the configuration challenged physics itself; by hanging

could be used in the formation of the show-stopping video hub. But to realize Pizza Hut’s daring vision, an innovative custom solution was required that only Premier Mounts could provide.

## THE SOLUTION

To complete the triangular video installation, Premier Mounts relied on the sleek SYM-IB-28B,36B and 130B Symmetry bars of various lengths to accommodate different display sizes, along with the budget-friendly SYM-DB-TB symmetry tilt brackets to mitigate costs. Also, the powerful SYM-PA allowed several displays to be suspended from the ceiling, while wall mounts including the P4263T and P4263TP were used throughout the dining area for individual displays mounted in landscape or portrait configurations, along with the AM175 where articulation was needed.

“It was a great solution and amazing price point,” says [Sisco](#). For the menu boards, the cost effective UMB mount was implemented. The UMB menu board flat panel display brackets are a “no assembly required” system where, out of the box, brackets



that hang on the panels we're attached directly to commercially available unistrut channel. This technology, along with less components, enabled a fast, hassle-free installation process.

In addition to the stock products, Premier Mounts engineers created a custom solution that included three drop pipes used with the Symmetry bars. These were cut to a specific length so that displays could be stacked (small display on the bottom with a big display on top) and then installed in a triple triangle, bringing Pizza Hut's artistic vision to life.

When changes and additional hardware need to be figured out for the triangle mount, Premier Mounts was nimble and able to change orders and deliverables. Local to Southern California, Premier Mounts could be right there during the project.

## THE RESULTS

Relying on a mixture of genius, creativity and trust, Premier Mounts and **Embed Digital** quickly delivered an affordable, scalable, and imaginative digital marvel to one of the largest pizza franchises in the country. The brilliant and dynamic screens captivate restaurant guests with sports entertainment, promotional messaging, and menu items.

The secure mounting solution offers easy access for maintenance, increasing efficiency in-use for restaurant operators. In the end, the collaboration on the digital menu board and sports bar concept exceeded all expectations and proved to be an unequivocal success – so much so that Samsung is putting together a white paper on this project.

"I've been in A/V and digital signage since 2002, and have been through a lot of vendors," reflects **Sisco**. "These days, it is hard to find a partner

who does it all quickly, for the right price. This is a good partnership. Even with last minute changes, the Premier Mounts rep would jump in the car. It was a reasonable, pleasant experience in general. This was our first project; I'm happy with the outcome. As a loyal partner capable of providing superior and cost-effective results, we look forward to working with **Embed Digital** to bring digital signage to more Pizza Hut restaurants and other renowned brands all across the world."

For more information: [800.368.9700](tel:800.368.9700) | [PremierMounts.com](http://PremierMounts.com).

## THE PARTNERSHIP

At last year's Digital Signage Expo in Las Vegas, Premier Mounts team members Shaun O'Brien and Dale Crowe showcased the creative custom solutions the company could deliver. The impressive demonstration caught the eye of **Mike Sisco, CEO of Embed Digital**.

**Embed Digital** specializes in forming immersive media experiences through content creation and hardware installation. When **Mr. Sisco** saw exactly what the Premier Mounts team could do, he knew he had found the perfect collaborator for an upcoming project.

"We've built our company based on strategic partnerships with the best companies in the industry," **Mr. Sisco** said. "By having strong partnerships with global companies, we are able to design and implement some of the best value-based solutions for just about any business type."

**Mr. Sisco** revealed that **Embed Digital** had a relationship with one of the nation's largest Pizza Hut franchises. With over 15,000 restaurants in countries around the planet, Pizza Hut is synonymous with pizza itself. For their San Bernardino, California location, the franchise owners sought to integrate video screens in a way that had never been attempted. Together with **Embed Digital** and Premier Mounts, the three industry leaders would embark on a mission to create a one-of-a-kind digital wonderland.