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Embed Digital Unveils Digital Menu Controller Software Which Allows Instant Updates to Digital Menus

Embed Digital's Digital Menu Controller enables instantaneous menu edits for fast casual and quick serve restaurants

IRVINE, Calif. – August 19, 2019 – Embed Digital, a leader of turn-key digital signage solutions, including content creation, installation and management, announces its Digital Menu Controller (DMC). The DMC is the industry's most streamlined, hassle-free technology, allowing restaurants to make real-time text and data changes on digital menu signs without a complex process or technical training. The DMC Is ideal for restaurants, specifically fast casual and quick serve establishments, as it is designed for ease of use and   enables restaurant operators' instantaneous updates to their menu items, including item name, description, price and more. The DMC, which was unveiled at National Restaurant Association (NRA) Show 2019, incorporates a simple-to-use web-based interface that is available on any device with a web browser.

Embed Digital's Digital Menu Controller (DMC) allows operators to take control of menu details with the ability to update item name, item description, calories, price, allergens, combo items and sort order. Operators can instantly add new menu items, hide items, and mark items as sold out through Embed Digital's secure, web-based admin portal. The DMC user roles are created, enabling a 'Basic User' to change prices and mark items as "sold out" only, meanwhile, a 'Super Admin' can have complete control of all items. The simple-to-use software is easily accessible on any device with a web browser, including phones, tablets and computers.

Constructed as a modern API solution that is lightweight yet robust, Embed Digital's DMC software is operating system agnostic and works with all media players and SoC digital signage displays that support standard HTML5 content. Embed Digital provides its Digital Menu Controller as a SaaS solution. Hosted in the cloud on AWS or Microsoft Azure, it can also run on a local server in any location. The DMC's Fail-Safe Playback enables a menu to playback, even when the internet is down.

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Embed Digital's CEO, Mike Sisco, explained, "We built our Digital Menu Controller software for quick serve and fast casual restaurants whose bottom lines could benefit from real-time digital menu control. Now they can instantly edit a menu item to stimulate sales or change menu pricing to defer food cost variances. This kind of responsive marketing and pricing is one of the most effective ways to cut costs and boost revenue, but it was impossible until now. With our Digital Menu Controller, digital menu signs are now flexible enough to help restaurants boost their bottom line every day."

Whether the content is ready to go, or a restaurant needs a complete strategy, Embed Digital's experts in design carefully plan and execute digital signage initiatives based on the restaurants vision and goals. Specific to restaurants, Embed Digital is experienced in creating animated digital menus that appeal to the audience's appetite, point of sale displays that uplift sales, and marketing content that entice the buyers to order more. Plus, Embed Digital's Turn-Key Digital Signage Systems offer life cycle support, advanced data systems integration, and a nationwide installation network.

For more information on Embed Digital, please visit www.embeddigital.com. Connect with Embed Digital on Facebook, Twitter, Instagram, and LinkedIn to stay up to date on the latest news.

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About Embed Digital
Embed Digital is the leading provider of turnkey digital signage solutions that help restaurants, retailers, hospitality businesses, and event venues turn static signage into rich media information and marketing systems that drive revenue and customer satisfaction. Through best-in-class design, installation and management services, Embed Digital delivers the most reliable, flexible and user-friendly digital signage systems in the industry. Embed Digital signage systems running on Samsung's MagicInfo Premium CMS enjoy system up times of over 99%, even when internet access is unavailable or spotty. They can accommodate any specific workflow to develop the ultimate solution for any client, anywhere in the world.

For more details, please visit http://www.embeddigital.com*.*

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