



**micros<sup>®</sup> DMB**

## Restaurant Operations

Digital Menu Board

One of the latest tools to emerge in the quick-service market is the digital menu board. A fully integrated feature of the MICROS RES and Symphony point-of-sale (POS) systems, this dynamic 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 MICROS RES and Symphony. So when you're ready to deploy this innovative technology for your business, MICROS is ready with MICROS Digital Menu Board Integration.



Back Office, Business Intelligence,  
Customer Relationship Management,  
Enterprise Support Solutions, Hardware,  
Point-of-Service, Restaurant Operations,  
Service Solutions

**micros<sup>®</sup>**



# DYNAMIC DIGITAL MENU BOARDS CAPTURE ATTENTION

## The Integration Advantage

Menu and price changes are 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

### Highlights

- Automatic process enables employees to focus on customer service and food preparation rather than manually changing the menu
- RES 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 MICROS RES and Symphony, 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



A powerful tool to capture your customers' attention and display promotions and specials



Updated in real-time to keep up with your growing business needs



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

Sales information:  
(443) 285-6000  
(866) 287-4736 (US and Canada)