The Benefits of Digital Signage in Restaurants by Julie Solomon

Article published on June 1st 2012 | Technology

If you are a restaurateur looking to expand your restaurantempire into a new location for your existing restaurant brand, what steps do you take when considering audio visual solutions for your customers? As the cost of flat panel HDTVs has dropped lower and lower, more and more restaurants are looking to interact with their customers, prospects and employees through the use of digital signage solutions.

One of CCS Presentation Systemsâ€™ manufacturing partners is NEC, which is well-equipped to tailor display systems designed specifically for restaurants. In a recent white paper, NEC outlined the new uses for audio visual solutions in restaurants, from digital menus to interactive entertainment options. To restaurants, the benefits of digital signage are numerous â€“ a few are outlined here:

Digital signage reinforces your brand image: Digital signage can power your brand with a consistent promotional message. Logos look great on professional HD and LCD screens, and combined with NECâ€™s award-winning SpectraViewIIâ„¢ technology, the look far surpasses the varying reproduction quality of printed signage.

Digital signage decreases perceived wait time:A twenty-minute wait for a table? Not a problem and no more customer complaints with a professional audio visual display system. Use the waiting room screen to get customers excited about their impending dining experience, or use it to promote the restaurantâ€™s seasonal promotions, daily specials and new product offerings.

Digital signage entertains your customer: Digital signage can entertain your customers throughout their dining experience. TV dinners have become commonplace among American families (for better or for worse), so having screens around will make your customers feel right at home.

Digital signage can help minimize waste and food spoilage: Some restaurants use the visual screens to post daily specials on menu items that are either low in stock or not selling well. Say goodbye to chalkboard scribbles.

Digital signage connects your staff: Having a digital display system facilitates communication among your employees â€” from hosting, to the wait staff, to the kitchen. Tables are turned over more quickly and orders are fulfilled more efficiently.

Digital signage saves on costs: Forget about window signs or in-restaurant sign boards. Digital screens are easier to change, moving straight from design phase to live display. No more waiting on printed materials or paying extra for fast shipping. Play that photo or video slideshow for your customers, and save on costs.

These are just some of the ways that audio visual solutions like those outlined by NEC can help restaurants provide better atmosphere for their customers and their own staff. If you are a restaurateur in Arizona, let CCS help you come up with digital signage solutions. CCS Presentation Systems is Arizonaâ€™s largest audio visual systems integrator. Contact CCS for insights, consultation and installations.

Article Source:
http://www.articleside.com/technology-articles/the-benefits-of-digital-signage-in-restaurants.htm - Article Side

Julie Solomon - About Author:
Article Source: a Presenting better solutions

Article Keywords:
audio visual solutions, LCD, digital signage solutions

You can find more free articles on Article Side. Sign up today and share your knowledge to the community! It is completely FREE!