# Digital menu boards in the catering industry

Genossenschaft Migros Zürich

Many Migros takeaways and restaurants have been discovering the benefits of digital communication in the field of catering for themselves. By using digital screens as menu boards controlled using screenFOOD® software, they can now address customers efficiently – in terms of both time and cost.

In eight Migros catering establishments in the canton of Zurich, conventional menu boards have been replaced by digital ones and equipped with the screenFOOD® software solution. Depending on the size of the restaurant in question, between two and four LCD monitors were used, on which the menus and the various other products available can be published at predetermined times – individually per screen and per location. This means that product pictures, texts and prices can be exchanged quickly on a central server via an internet browser, depending on the restaurant or takeaway. This creates independence between the localities, in terms of both content and space, without any great efforts of logistics or time involved: the products appear in the right place at the right time.
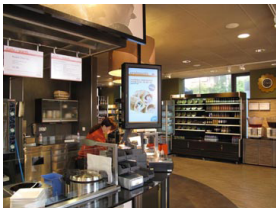
The intention is to address Migros customers in a more targeted and uniform manner. It also creates a modern, future-orientated appearance. This new medium of menu board presentation will also facilitate a more efficient reaction to changes in menus and products, and also as regards special promotions. This will reduce costs and save time in the long term. Poster design possibilities are also increased and expanded by digitalisation – animated product offers attract more attention and communicate emotions. But the option to switch between dynamic and static contents is still available, depending on offer, campaign and time. For instance, during peak hours, a restaurant can present information to the customers to give them as much detail about the menus as possible.

The project has been carried out with various screenFOOD partners. Project management and software provision were the responsibility of screenFOOD; installations were carried out by partners such as PC-Ware Systems AG.

screenFOOD® at a glance:

screenFOOD AG, based in Lucerne (Switzerland), has been devoting itself to the emerging digital signage market since 1998. Our coordinated software product family fulfils the most diverse of requirements and can therefore be integrated easily into various branches of industry. Using the sophisticated screenFOOD® software guarantees the customer efficient communication measures without major spread loss. The brand name screenFOOD® encompasses the three main products: screenFOOD® SA, screenFOOD® CS and DOORscreen, which can be expanded with various additional modules. screenFOOD® products are distributed via traders and integrators in order to provide end customers solutions from a single source.

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