

# Food Service

Increase customer engagement with digital communications



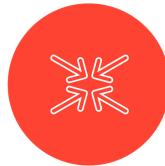
## How can Omnivex Help Your Restaurant

Increase sales and improve customer experience in your food service business



### Increase

Digital signage increases revenue by promoting daily specials & upselling



### Reduce

Decrease cost and labour associated with printing, distributing paper menus



### Communicate

Use digital signage to share KPIs and train employees when closed



### Regulate

Meet regulatory requirements by displaying nutritional information or ingredients

Whether you are an individual restaurant or a large chain digital menu boards can have a significant impact on your business. Connected to your back end systems they will reflect your current inventory and prices. For large chains they can easily ensure corporate branding standards are followed but allow the various regions to easily update their digital menu boards to reflect local languages or products. Interactive kiosks, tablets, mobile phones and other new technologies can also be integrated to create an engaging experience.

**Tocumbo leverages Omnivex's Creative Services team to bring life to their Digital Menus.**



Omnivex provides Tocumbo with professionally designed screens and video that represent the Tocumbo brand and encompasses what the restaurant is all about. The restaurants have one of two screen layouts, each controlled by one player – 4 or 6 screens, in two sets of either 2 by 1 or 3 by 1, with the screens wrapping around a corner. Omnivex designed two layouts – one for the restaurants with the 3840 pixel by 1080 pixel layouts, and one for the restaurants with the 5760 pixel by 1080 pixel layouts. Each section of the menu was laid out, with each menu item, description and price data-bound to the Moxie DataPipe, allowing Tocumbo to add/remove or change menu items and prices as they see fit, with changes instantly displaying on the menu boards.

## Case Study: Tocumbo