



Since 1991, Omnivex has been enabling organizations to transform data into dynamic visual communications and experiences. Omnivex helps organizations empower, enhance, and extend their two most valuable assets – people and data. The Omnivex solution is a broad and robust communications infrastructure that enables organizations to collect, process, and deliver targeted information to all of their audiences.

OMNIVEX IN FOOD SERVICE

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.

DIGITAL SIGNAGE BENEFITS

- ✓ Reduced costs
- ✓ Increased sales
- ✓ Improved communications

VISUAL COMMUNICATIONS CAN HELP:



REDUCE

Cost and labour associated with printing, distributing & updating paper menus



REGULATE

Meet regulatory requirements by displaying nutritional information or ingredients



INCREASE SALES

By promoting daily specials, cross-selling & up-selling



COMMUNICATE

With employees during closed hours & deliver training

CUSTOMER CASE STUDY

The Rose Garden is a \$267 million, multi-purpose arena that opened in the fall of 1995. The arena is part of The Rose Quarter in Portland, Oregon and home to Portland Trail Blazers NBA franchise. The goals of the project were to use the current LCD screens to provide bright vibrant menus and pricing, as well as advertisements, messaging and other dynamic multimedia content. All of the digital signage throughout the Rose Garden is managed remotely using Moxie software. The management team wanted a system that could manage very complex playlists and determine when certain items and prices should be displayed or not appear at all. The addition of the digital signage has added to the aesthetic appeal of the entire concourse. Fans are pleased because they are able to continue watching the game while they are in line to purchase food and drinks. There is a decreased perceived wait time at the concession stands and the food service vendors are satisfied with the improved efficiency during the ordering process that they have noticed.