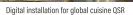# PC xtra
TOUCH SOLUTIONS CORP.

Digital Signage Solutions for

QSRs

Digital Signage is here to stay

Printed menu boards are a thing of the past. PCxtra brings you Bravura, a perfect way to replace traditional static menus and provide a unique opportunity for restaurant owners to easily and effectively enhance their brand image, deploy promotions quickly and in an engaging format, and keep all your menu items and pricing accurate and up-to-date. Digital signage technology is now approachable and a viable solution for small and mid-size QSRs.

Digital installation for global cuisine QSR

Digital installation for chicken QSR

Digital installation for burger QSR

Digital installation for take out restaurant

BRAVURA
DIGITAL SIGNAGE SOLUTIONS

PCxtra provides an experienced full-service approach to digital signage offering digital menu boards, digital drive-thru, customized interactive solutions as well as full design and production services to present your brand and product professionally and creatively. We work diligently with our clients to provide solutions that embody your brand and captivate your customers.

- Display menus, wine lists, beer lists and daily specials either animated or static
- Display nutrient/calorie information (soon to be a legal requirement)
- Quickly and easily update menu items and prices
- Eliminate printing costs and reduce delays associated with printing, shipping, and installing static menu boards.
- Use your menu boards as an in-store marketing tool by promoting high profit items, upcoming products, special offers, customer loyalty programs and virtually anything else you can think of!
- Include rich content such as videos, animations or pictures that span multiple displays
- Automate menu changes at different times of the day (for example breakfast, lunch or dinner) using the built-in advanced scheduling system which allows one-time and recurring updates
- Reduce the cost of total ownership and enjoy improved reliability by using LG WebOS displays

Common Questions

What if my internet connection is lost?
No worries! Your content is downloaded in-store and saved to your television. Your menus will keep displaying as usual!

What does a "typical" digital signage installation look like for a QSR?
A typical installation usually includes three or four screens and at least one media player or PC to display the content. This typical scenario invites many points of failure that may be difficult to troubleshoot. Is a media player defective? Or has a cable become unplugged? You are likely going to need to sift through 'cable spaghetti' to find a loose connection.

Bravura employs LG WebOS technology which eliminates the need for external media players and affords a much simpler and cleaner installation. Plug-and-play digital signage - mount the screen, connect to the internet and you're ready to go.

I don't have my own marketing department, can you help?
Bravura is about building a relationship. We can create stunning content that captivates your brand. If you need price changes or a fresh new look, we are a call or email away. We take care to configure your screens and make sure they are displaying the correct content. Now, you can concentrate on running your business and stop worrying about your screens.

I have my own marketing department, do I still need you?
Feel free to make changes to your system without us - but know that we are here to help. We will work with your creative team to ensure the content reaches your audience at the right time. Simply email us the files and we can manage the screens for you!

Let us help you make an informed decision that will leave you feeling confident that you've made the right decision. Contact us today!

Digital installation for QSR