Fimble® | Digital Signage

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Why Digital Signage?

Today's guests are conditioned by digital experiences and captivating visuals influence their judgments long before they arrive at the counter.

Depending only on static menus means missed opportunities to engage guests, influence decisions, elevate your brand, and ultimately grow revenue.

11%	**78%**	Digital signage boards encourage people to **spend**	Digital signage boards have people
of customers would **avoid a restaurant with no digital menus** [1]	of customers say that there are **benefits to digital menus** [1]	**20-30%** more on average [2]	**2x** more likely to order a dessert [2]

Sources:
1. *Kiosk Industry*
2. *National Restaurant Association*

Why Digital Signage?

Digital signage boards turn moments of indecision into moments of influence. By guiding customer attention with captivating visuals and polished displays, F&B businesses can:

- **Attract passengers** and convert them into paying guests

- Encourage **impulse buys**

- **Increase average order value** with strategic upsells

- Provide **faster self-service** with queue management

- **Elevate brand perception** with consistent digital presence

- **Maximize resources** by turning kiosks to digital signage boards when idle

Benefits

Instant, Scheduled Updates Without Reprints

Keep menus, prices, and offerings up-to-date in real-time without the hassle of printing fresh copies every time there's a menu update, price change, or daily special. For added convenience, schedule content in advance so the right information appears automatically when it should.

Eye-catching Promotions

Promote tempting deals, combos, or premium items with captivating images, videos, and animations. Unlike counter staff who may either push too hard or forget, digital displays bring attention to promotions naturally, as part of the menu browsing experience.

Better Self-Service Experience

Waiting in line gives guests time and better visuals to decide, which reduces hesitation at the counter and speeds up order flow. The pickup process is also improved, as digital signage can also be used to inform guests when their order is ready for pickup.

Consistency Across Locations

With the ability to control screen content centrally, brands can easily keep a consistent presence across multiple stores. At the same time, operators can easily customize content for specific stores—perfect for local offers, improving performance, or testing new ideas.
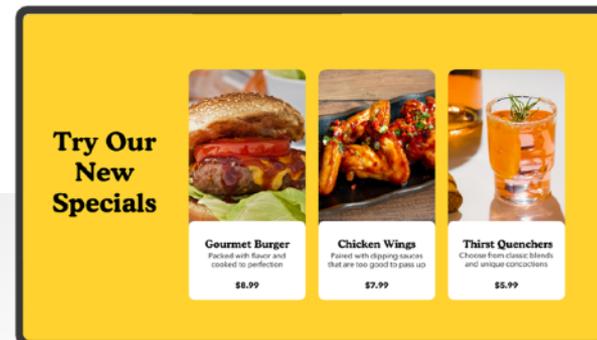
Use Cases

Menus & Essential Information
Content directly tied to ordering clarity and decision-making.

- Digital menus (counter, in-store, drive-thru)
- Pricing, nutritional info, allergens
- QR codes for menu browsing/ ordering
- Store information (hours, availability, disclaimers)

Promotions & Revenue Boosting
Everything that encourages guests to spend more

- New or seasonal item highlights
- Upsells, bundles, and combos
- Limited-time offers, happy hours, contests
- Food & drinks' images, videos, and animations

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Use Cases

Brand & Guest Engagement
Content focused on elevating the brand experience and retaining customers.

- Branding videos
- Loyalty program promotion
- Event announcements

Customer Flow & Operational Efficiency
Capture guest attention and guide customers to move faster.

- Order status displays (pickup, dine-in, self-service)
- Digital drive-thru boards
- Window/out-of-store screens drawing people in

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How It Works

1.

Use any compatible monitor* you already have—or set up a new one. Just connect it to Wi-Fi. No extra hardware required.

2.

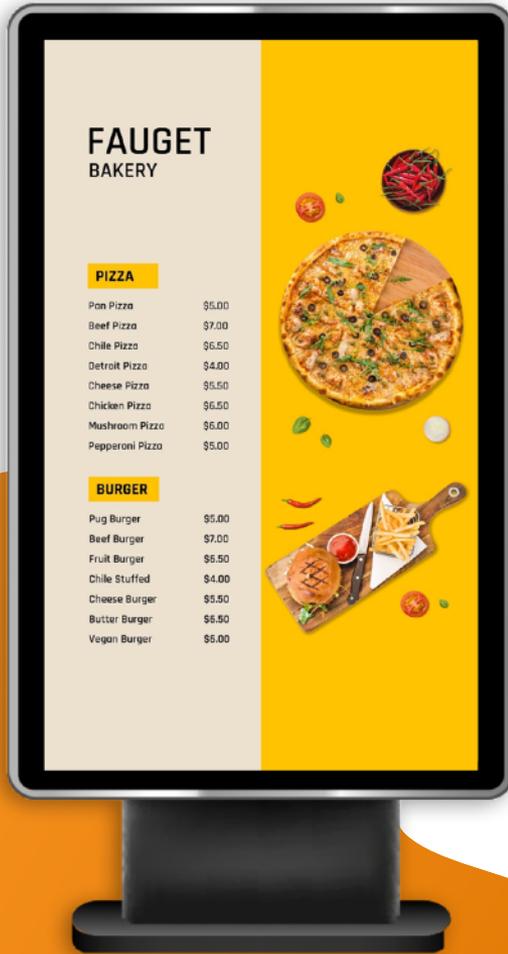Open the Smart TV menu of your monitor, log in once, and select the monitor you are using.

3.

From your admin panel, simply drag-and-drop your media to the selected monitor(s), set optional schedules, and you're all done.

Samsung displays don't require any external device, as Fimble acts as an official Samsung vendor. All other monitors require a connecting device.

Features

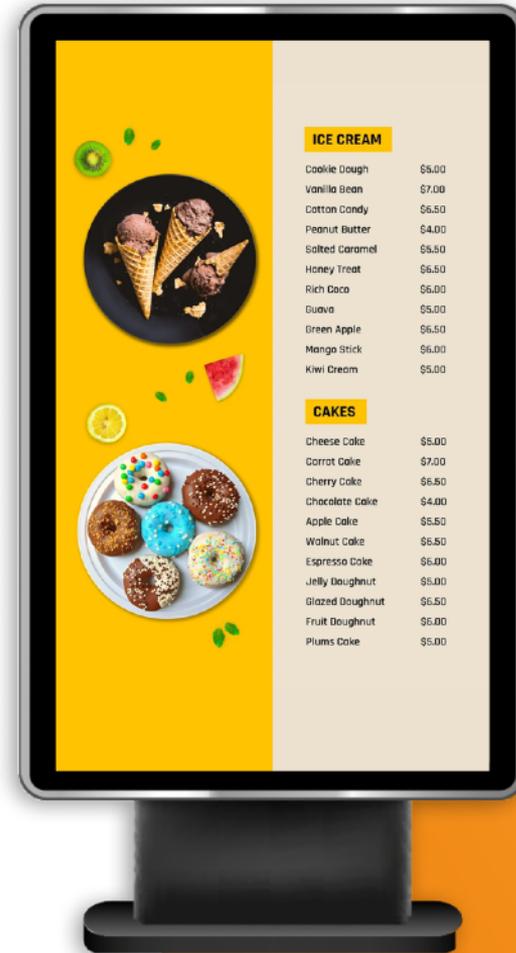## Media & Display Options

◉ Select from **multiple media types**, including:

  ◉ Image, video, or audio files
  ◉ YouTube or Vimeo URLs
  ◉ Web page URLs

◉ Set up media **duration** and **display order**

◉ Upload a **fallback placeholder** to display if media becomes unavailable

◉ **Automatic media scaling** to fit any monitor

◉ Built-in option to display **Orders Pickup** or **Calendar** screens

Features

Management & Reporting

◉ **Add monitors** and assign them to specific stores or group them in zones for easier multi-store management

◉ **Unify or tailor content** by zone or store, based on your strategy

◉ **Schedule content** by setting up day, time, and duration rules, especially useful for recurring promos such as happy hours, limited time offers, etc.

◉ Automatically receive **email alerts** when a **monitor is offline** or **media is unavailable**

◉ Access **detailed reports** for status and viewing statistics

ICE CREAM

Cookie Dough	$5.00
Vanilla Bean	$7.00
Cotton Candy	$6.50
Peanut Butter	$4.00
Salted Caramel	$5.50
Honey Treat	$6.50
Rich Coco	$6.00
Guava	$5.00
Green Apple	$6.50
Mango Stick	$6.00
Kiwi Cream	$5.00

CAKES

Cheese Cake	$5.00
Carrot Cake	$7.00
Cherry Cake	$6.50
Chocolate Cake	$4.00
Apple Cake	$5.50
Walnut Cake	$6.50
Espresso Cake	$6.00
Jelly Doughnut	$5.00
Glazed Doughnut	$6.50
Fruit Doughnut	$6.00
Plums Cake	$5.00

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Thank you!

For more details you can visit us at

www.fimble.io