

Capture attention with dynamic digital menu and marketing boards

One of the latest tools to emerge in the restaurant industry is the MICROS Digital Menu and Marketing System (DMMS). A fully integrated feature of the MICROS RES point-of-sale (POS) system, this dynamic technology displays menus while simultaneously drawing customers' attention to other information, like current store promotions. While the restaurant market becomes increasingly

aware of the benefits of digital versus traditional menu boards, restaurant owners seek a solid solution that will improve operations and boost the customer experience. For restaurants with multiple locations, Corporate can manage content for the store's menu board, eliminating the need for input at the individual store level.



Typically sold as an added module or an interfaced product, MICROS includes the Digital Menu and Marketing System functionality as a core feature in MICROS RES. So when you're ready to deploy this innovative technology for your business, MICROS is ready with a turnkey digital menu and marketing solution that includes the software, hardware, cabling, and installation.

Captivating marketing boards drive sales

MICROS Digital Menu and Marketing Systems' high-bright display and attention grabbing audio promote daily specials and up selling, which increase revenue. The commercial displays uniquely provide a stable, long term solution. The MICROS Digital Menu and Marketing System is the perfect balance of quality, performance, service ability, and warranty support. The ability to update advertisements, prices, and other digital media dynamically and at zero cost provides business owners with unprecedented flexibility and competitive advantages.

This fully integrated solution truly delivers the ultimate Digital Signage Solution. Menu and price changes are made concurrent with the POS and seamlessly update almost instantaneously, resulting in an increased level of accuracy between the price displayed on the menu and price charged to the customer, thus improving customer satisfaction. This automatic process enables employees to focus on customer service rather than manually changing the menu. Remote access to monitor display status is included as a core functionality, eliminating additional software costs.

Powerful marketing capabilities offer the opportunity to more dynamically alter in-store promotions in order to increase sales and potentially decrease waste. The MICROS Digital Menu and Marketing System offers display menus, while simultaneously drawing customers' attention to other relevant information, such as current restaurant promotions, or other promotions offered on property, such as the spa. Restaurant owners can select from an extensive library of menu board layout templates and an integrated display of all media types including text, images, audio, animations, and video.

Unprecedented flexibility is available through the MICROS Digital Menu and Marketing System. Price promotions can be tested and quickly implemented or discarded depending on success metrics available through direct integration. Restaurant owners benefit from improved ability to test new campaigns with zero printing and distribution costs. Additionally, the MICROS DMMS creates the capability to switch campaigns regionally or nationally within minutes.

Profit From:

- Convenience of automatic processing enabling employees to focus on customer service and food preparation
- Fully integrated solution eliminating need for additional software costs
- Low power draw that is environmentally sound and saves on energy costs
- Drastically reduced reaction time as promotions and menu materials are displayed instantaneously and customers no longer have to wait for printed mailings

MICROS Digital Display Controller Specs

Platform:	Onboard Intel Atom 1.6GHz, Intel 945GSE + ICH7M, AMIBIOS with 4Mbit BIOS Flash
System Memory:	1GB DDR2 533 SDRAM
Storage Interface:	Compac Flash I/II 1, SATA Port 1
Networking:	2x10/100/1000 Mbps LAN Ports
Display Controller:	Intel 945GSE built-in Intel Extreme Graphics
Audio:	ALC888 HD 97 Codec
Back I/O:	Serial RS-232x2, 1 VGA, 1 DVI-D
Front L/O:	Power switch, 4 USB 2.0, 2 LAN RJ45, DC-in power jack x1, Mic Line out
Expansion:	Mini-PCI socket (optional)
Hardware Monitoring:	Windbond W83627 HG integrated hardware monitor
OS Support:	256-level software programmable watchdog timer
Environmental Parameters:	Embedded Windows XP, Embedded Windows CE, Linux, Windows XP Temperature, ambient operating: -20o ~50o C, Relative humidity, noncondensing: 5 ~95%, Storage Temperature: 20o ~70o C (-4o ~158oF) Shock CFD: 100g peak acceleration (6 msec duration)
Physical Dimensions:	140Dx190Wx36H mm, Weight: 1.07Kg
Power:	DC + 12V, 60W

NOTE: The LAN ports on this unit are reversed from what is conventional. LAN 1 is on the right and LAN 2 is on the left. Lan 2 will be disabled in the BIOS from the factory. Lan 1 is unnecessary for this application.

MICROS DDC Front I/O



MICROS DDC Rear I/O



A powerful tool to capture your customers' attention and display promotions and specials

Find out more about how MICROS can help you grow

Get in touch with us for more information or to schedule a demo and consultation appointment.



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