WAND (Wendy's) Installation

In 2008, Wendy's restaurants began the process of transitioning from static trans-light menu boards to dynamic Digital Menu Boards to modernize many franchise and corporate-owned restaurants. The transition requires digital signage installations in restaurants across the country and needed clear, insightful guidance on what products would work best for Wendy's applications. This direction came from WAND Corporation, based on their more than 20 years of experience in the field of Quick Service Restaurants (QSR) and established business presence in over 1,600 Wendy's stores.

Digital Menu Boards are a specialized type of digital signage designed to specifically promote products in the store at the Point Of Purchase (POP). As the objective was to combine the visual appeal of television with the substance of printed information, choosing the right LCD screen was paramount to the process. Against the right backdrop, the information would be tastefully expressed through animation and crisp computer graphics technology.

Four main goals were created for the transition to Digital Menu Boards:

1. Drive greater customer awareness of promotions and specials to increase sales
2. Influence customer purchasing behavior: promote high margin items.
3. Increase the frequency of "combo conversion" (e.g.: ordering extras like a soft drink and fries instead of just the sandwich), add-on orders, like desserts, and "secondary" entrees, like chili or a salad
4. Lower perceived wait times to improve customer satisfaction

With this in mind, WAND Corporation's preferred screen was LG Electronics' M4212C-BA (www.LGcommercial.com), based on their image quality and ability to be used in portrait or landscape mode. This model also boasts a Super IPS 178 degree viewing angle, to ensure customers can view the screen from nearly any angle while an enhanced lifespan in portrait mode makes this model a durable choice for the restaurant environment.

Four screens are being installed per Wendy's location, as Digital Menu Boards in vertical and horizontal configurations, with the option to add two vertical POP screens (also M4212C-BAs). Installed to the sides, these additional units are meant to promote specials. LG's 38-inch Stretch Screen (M3800S-BN) is also being used effectively in restaurants that have tighter spaces requiring a slim screen, to promote items such as ice cream treats. The messages conveyed through the WAND POS system now appear in widescreen high-definition clarity, helping patrons make informed selections that satisfy their hunger and drive store revenues. With WAND's content deployment strategy, individual store owners can schedule promotions to run on certain days and for specified periods of time, ensuring equal or greater flexibility than with the old menu boards.

WAND Corporation's wall-mounting technique firmly secures the monitors into the wall above the counter in each Wendy's location using a single bracket for all screens. This allows the

units to fit into the spaces previously filled by the inanimate plastic signage. Some have even chosen to encase their Digital Menu Boards in modern wooden frames, to match the décor of the restaurants.

The WAND Digital Restaurant solution is being used to completely replace the static menu boards and paper advertising collateral in Wendy's restaurants. All Digital Menu Boards in Wendy's locations are controlled remotely, with WAND Corporation's Enterprise Manager to configure and modify pricing and digital content. These modifications may be applied to either a specific site, across a zone, or an entire QSR company or franchise. This is based on a scalable programming architecture built into the Enterprise Manager tool. Content is pushed down from the Enterprise Manager tool, allowing the user to update one, some, or all sites in-network. In addition, sales data from the POS system will be able to serve up real time test marketing and sales results.

Additionally, the SmartMarketing™ application promotes Wendy's hot food when it is cold outside, and encourage cool or cold foods and beverages when the weather is warm. This allows the Digital Menu Boards to present the temperature, local and/or national news, as well as points of civic interest, like an Amber Alert or a Code Adam, to Wendy's patrons.

Calculating Return on Investment (ROI) on Wendy's Digital Menu Boards was initially a difficult proposition. Since the technology proved to pay for itself rather quickly (within nine to 18 months) WAND Corporation was eventually able to calculate how the "wow" factor combines with the increased store revenue to determine ROI. One hundred percent (or greater) ROI for most stores is usually realized within 15 months of installation.

As a result of these installations, many franchisees have seen double-digit growth in the targeted products they are promoting via their Digital Menu Boards and POP boards. All have reported immensely positive feedback from their customers, who have expressed their enthusiasm, saying that these restaurants have finally entered the 21st century.

The overall digital signage makeover is an on-going effort in Wendy's locations across the country, and it has only just begun. However, improving customer satisfaction and reducing perceived wait times, in addition to increased in-store sales, are well worth the time and effort of this technology makeover.