



Case Study

4K Digital Menu Board for Fast Food Restaurant Chains

Digital Menu Board is the new must-have for business

Digital menu board has become a trend in the retail and hospitality industries; compared with traditional paper boards, digital ones can constantly change the content and show more eye-catching visual effects to attract more consumers while reducing costs and being more environmentally friendly. Therefore, more and more business owners are turning to digital signage players.

Controlled and managed by an advanced digital signage player, the advertisement can be more impressive than ever; the signage player not only manages the playing but also combines multiple screens into a video wall for more magnificent effects. More than that, with high-performance processing, the signage player can even analyze customer behavior patterns for precision marketing.

Challenges

The customer, MDS is a well-known information system integrator in Taiwan, specializing in the field of financial automation services. Its services span finance, telecommunications, transportation, and mobile and digital products. MDS was looking for a 4K digital signage player with triple view capability to build digital menu boards for fast food restaurant chains.

Main Requirements

- 4K Ultra HD digital signage player
- High-performance CPU and low power consumption
- One system supports triple displays for cost-effectiveness
- Enable remote management for schedule power on/off
- On-field installation solution for different stores

About MDS

MDS is a well-known information system integrator in Taiwan, specializing in the field of financial automation services. Its services span finance, telecommunications, transportation, and mobile and digital products.

[Visit the Website](#)

The digital signage player with three HDMI in 4K Ultra HD provides a quality display

Axiomtek has proposed its DSP500, a 4K digital signage player powered by the 9th generation Intel® Core™ processor and featuring three HDMI 2.0 ports to connect up to three displays for video wall and digital menu board applications. To ensure display quality, the player supports EDID (Extended Display Identification Data). Axiomtek also customized the BIOS to enable scheduled auto power-on and default program execution. With built-in Intel vPro® function, the system allows users to monitor, manage, and repair remotely. The signage player features one M.2 Key B 3042 for LTE/4G module and one M.2 Key E 2230 for Wi-Fi/Bluetooth; accordingly, it also provides four antenna connectors to establish Wi-Fi or 4G LTE connections. It has four USB 3.1 ports and one LAN for data transmission. The player supports Windows® 10 IoT and can be wall-mounted and VESA mounted as optional requests.



To enable retailers to bring AI to their stores, the DSP500 supports the Intel® Movidius™ Myriad X VPU and Intel® Distribution of OpenVINO™ toolkit to meet the diverse needs of computer vision and AI workloads such as customer analysis and precision marketing.

Application

With the signage player, the fast-food chain is one-step closer to digitalization

The compact DSP500 is designed to be easy to install, connect and manage; therefore, the customer can easily install it on the wall behind the displays and connect via its 4K HDMI ports to display product photos, menus, and special offers to boost the business.



System Configurations of the DSP500

- Built-in high-performance Intel® Core™ i5-9500TE processor (codename: Coffee Lake)
- 4GB DDR4-2400 SO-DIMM memory onboard
- Three HDMI 2.0, four USB 3.1, and one GbE LAN
- One M.2 Key E 2230 for Wi-Fi/Bluetooth
- One M.2 Key B 3042 for 4G LTE
- 256GB TLC SSD
- Windows 10 IoT operating system
- Supports Intel vPro® Platform for remote management
- Customized BIOS for scheduled power-on
- Wall mount kit for easy installation
- IP30 rating and compact design

*For detailed specifications, please visit www.axiomtek.com or go to Products > System & Platforms>Digital Signage Players for > [Digital Signage Player](#) for [DSP500](#)

Why Axiomtek

Axiomtek has a complete product line of digital signage players, which includes lightweight fanless players to higher-level players with three or four displays and high computing performance. Axiomtek also provides customization and long-term support to our customers. More than hardware, when it comes to software for management, Axiomtek has allied with several software partners around the world. The players have passed their compatibility tests; thus, the quality is guaranteed, and turnkey solutions can be fast to get and cost-effective.

“The digital menu boards are applied at over 150 chain stores; the auto power on and remote management features can greatly ease the manpower workload. Axiomtek’s BIOS and Intel vPro™ customization save us time and cost. Since the on-field installation needs to be flexibly adjusted according to the needs of different stores, Axiomtek’s quick support and expertise help us solve the issues and keep the chain stores operation uninterrupted,” said Penny Hsieh, Sales Representative of MDS.

About Axiomtek Co., Ltd.

Axiomtek has experienced extraordinary growth in the past 30 years because of our people, our years of learning which resulted in our tremendous industry experience, and our desire to deliver well-rounded, easy-to-integrate solutions to our customers. These factors have influenced us to invest in a growing team of engineers including software, hardware, firmware, and application engineers. For the next few decades, our success will be determined by our ability to lead with unique technologies for AIoT and serve our key markets with innovatively-designed solution packages of hardware and software – coupled with unmatched engineering and value-added services that will help lessen the challenges faced by our systems integrator, OEM and ODM customers and prospects alike. We will continue to enlist more technology partners and increase collaborations with our growing ecosystem who are leaders in their fields. With such alliances, we will create synergy and better deliver solutions, value, and the expertise our customers need.

Axiomtek is a Member of the Intel IoT® Solutions Alliance. A global ecosystem of more than 800 industry leaders, the Alliance offers its members unique access to Intel technology, expertise, and go-

to-market support—accelerating the deployment of best-in-class solutions.