LOOKBOOK *QSR | Fast Casual*

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Introduction

In today's high-tech world, QSR operators and franchisees can stay competitive and offer a better customer experience by investing in digital displays. Digital displays are key customer touch point and one of the most important ways QSRs can engage their customers by delivering bright, clear imagery and flexible messaging.

Screens, like LG's Video Walls and Ultra Stretch Screens incorporate remote management capabilities and are more reliable and durable than ever before. They allow the operators to save time, money and engage customers with little maintenance.

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a **Transparent LED Film - LAT300MT1**
- 30 mm {Silicone OCA} Pixel Pitch
- Brightness 1,000 cd/m²
- ≥00,000:1 Contrast Ratio
- Viewing Angle 120 x 120
- Dimensions 17.9" {w} x 11.8" {h} x 3.0" {d}
- Scalable and Flexible
- Self-Adhesive
- 256 Pixels per LED Film

b **Outdoor Display - 75XE3C**
- 75" Class 74.5" measured diagonal
- High brightness 3,000cd/m² {Typ.} 2,400 cd/m² {min} through front protective glass
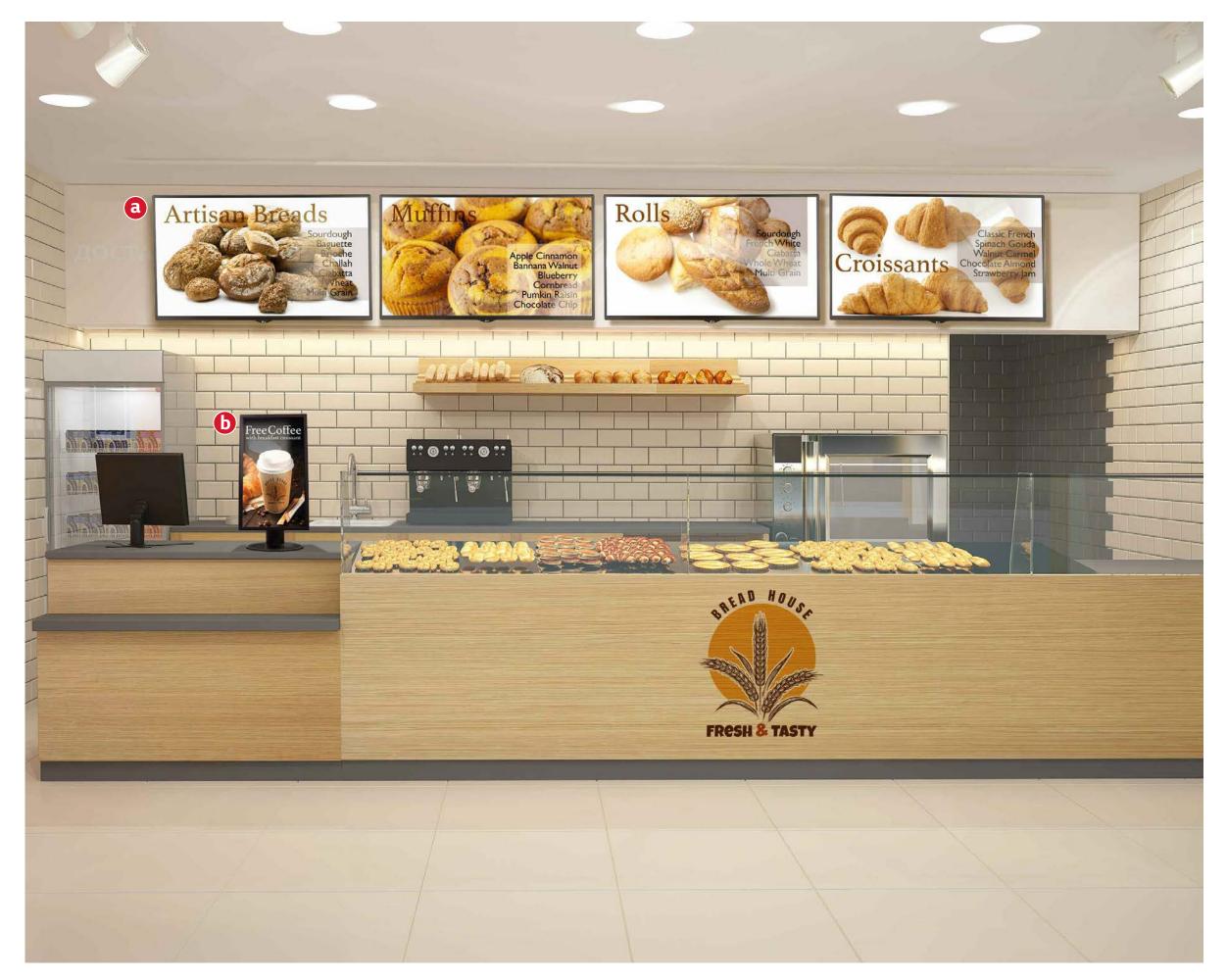- 3840 x 2160 {UHD}, M+
- 1200:1 Contrast Ratio
- Surface Treatment Hard coating {2H}, Anti-glare treatment of the front polarizer {Haze 3% {Typ.}
- Operation Temperature -30 °C to 50 °C
- Operation Humidity 5 % to 100 %
- Use in Direct Sunlight
- Dust | Water Proofing IP 56

Images are simulated.

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a Smart Platform Commercial Displays - 49SM5KD 49SM5D
- 49" class {48.5" diagonal}
- 1920 x 1080 {FHD}
- Brightness: 450 cd/m^2
- Bezel: 11.9 mm {T/R/L}, 18.0 mm {B}
- Double Screen with 2PBP2/PIP3
- 24/7 operation
- Enhanced Connectivity
- Portrait and landscape orientation

b Smart Platform Format Small Display - 22SM3B
- Full HD: 1920 x 1080
- Brightness: 250 cd/m^2
- Bezel: 16.3 mm {Even}
- 16/7 operation
- webOS
- Quad Core SoC

Artisan Breads — Sourdough, Baguette, Brioche, Challah, Ciabatta, Wheat, Multi Grain

Muffins — Apple Cinnamon, Bannana Walnut, Blueberry, Cornbread, Pumkin Raisin, Chocolate Chip

Rolls — Sourdough, French White, Ciabatta, Whole Wheat, Multi Grain

Croissants — Classic French, Spinach Gouda, Walnut Carmel, Chocolate Almond, Strawberry Jam

Free Coffee with breakfast croissant

BREAD HOUSE FRESH & TASTY

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a **Open-Frame Curved OLED Displays - 55EF5C**
- 55" class
- 1920 x 1080 FHD
- Brightness 100|400cd/m^2 {APL100% | 25%} average picture level
- Bezel Width: 7.2mm {T,B,L,R off-bezel}
- Available in arched, curved, concave and convex by using OLED Module | Signage Box and T-Con Box | Cables
- Maximum Curvature in Portrait: 1,500R
  Radius: 1,500mm
  Circumference: 9,420mm
- Maximum Curvature in Landscape: 2,000R
  Radius: 2,000mm
  Circumference: 12,560mm

b **Ultra Narrow Bezel Video Wall - 55VH7B-H**
- 55" class {54.6" diagonal}
- Tile Mode up to 15 x 15 {Natural mode}
- IPS Panel Technology
- 1920 x 1080 {FHD}
- Brightness 700cd/m^2
- Bezel Width 0.9mm {Even}
- 24 Hours Guaranteed Operating Hour
- Portrait and landscape orientation
- SuperSign W | SuperSign C

Images are simulated.

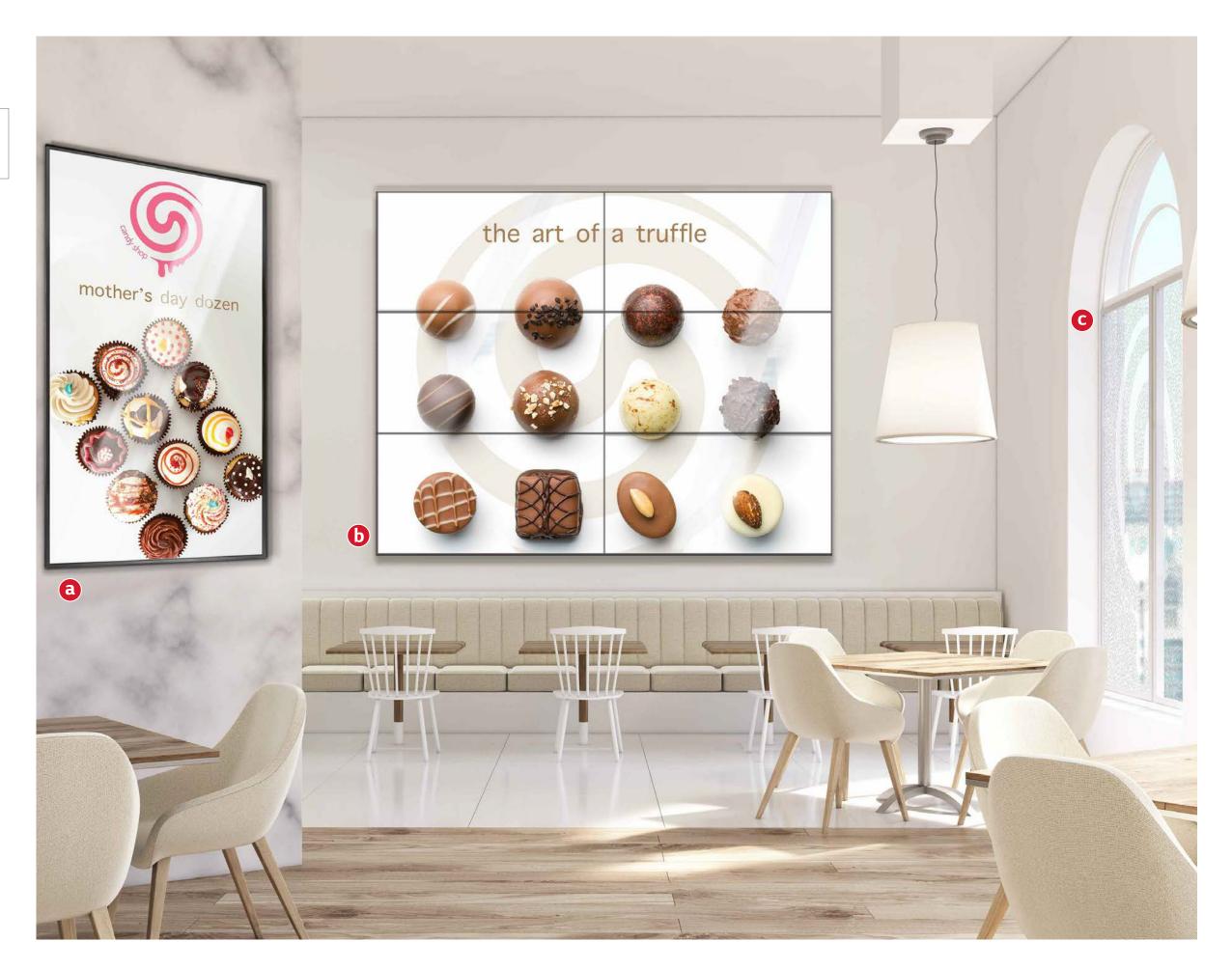**(a) Multiple Screen Split-Ultra HD Signage - 65UH5C**
- 65" class {64.7" diagonal}
- IPS Panel Technology
- 3840 x 2160 Ultra HD Resolution
- 4 Divided PBP in Landscape or Portrait
- Brightness 500cd/m²
- Built-in Wifi
- SuperSign-c | SuperSign-w lite
- Portrait and landscape orientation

(b) Ultra Narrow Bezel Video Wall - 55VH7B-H
- 55" class {54.6" diagonal}
- Tile Mode up to 15 x 15 {Natural mode}
- IPS Panel Technology
- 1920 x 1080 {FHD}
- Brightness 700cd/m²
- Bezel Width 0.9mm {Even}
- 24 Hours Guaranteed Operating Hour
- Portrait and landscape orientation
- SuperSign W | SuperSign C

(c) Transparent LED Film - LAT300MT1
- 30 mm {Silicone OCA} Pixel Pitch
- Brightness 1,000 cd/m²
- ≥00,000:1 Contrast Ratio
- Viewing Angle 120 x 120
- Dimensions 17.9" {w} x 11.8" {h} x 3.0" {d}
- Scalable and Flexible
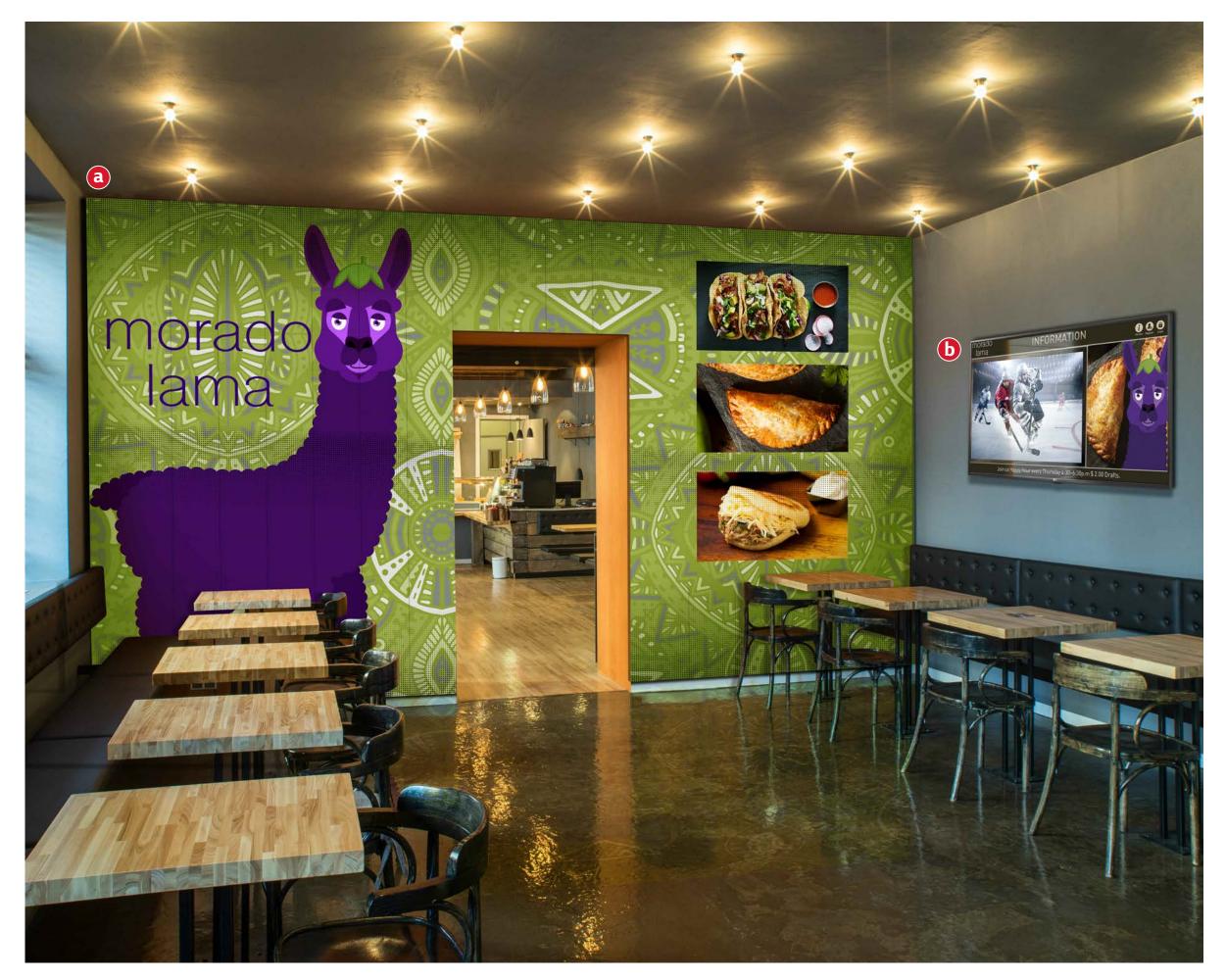- Self-Adhesive
- 256 Pixels per LED Film

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a **Direct View Indoor LED - LAP Series**
- High brightness 1,000 | 1,200 nit
- 6000:1 Super contrast ratio
- Visual Viewing Angle {Horizontal} 160° {Vertical} 140°
- LG Dynamic Contrast Algorithm
- SuperSign Lite | SuperSign C| SuperSign
- Simple Editor
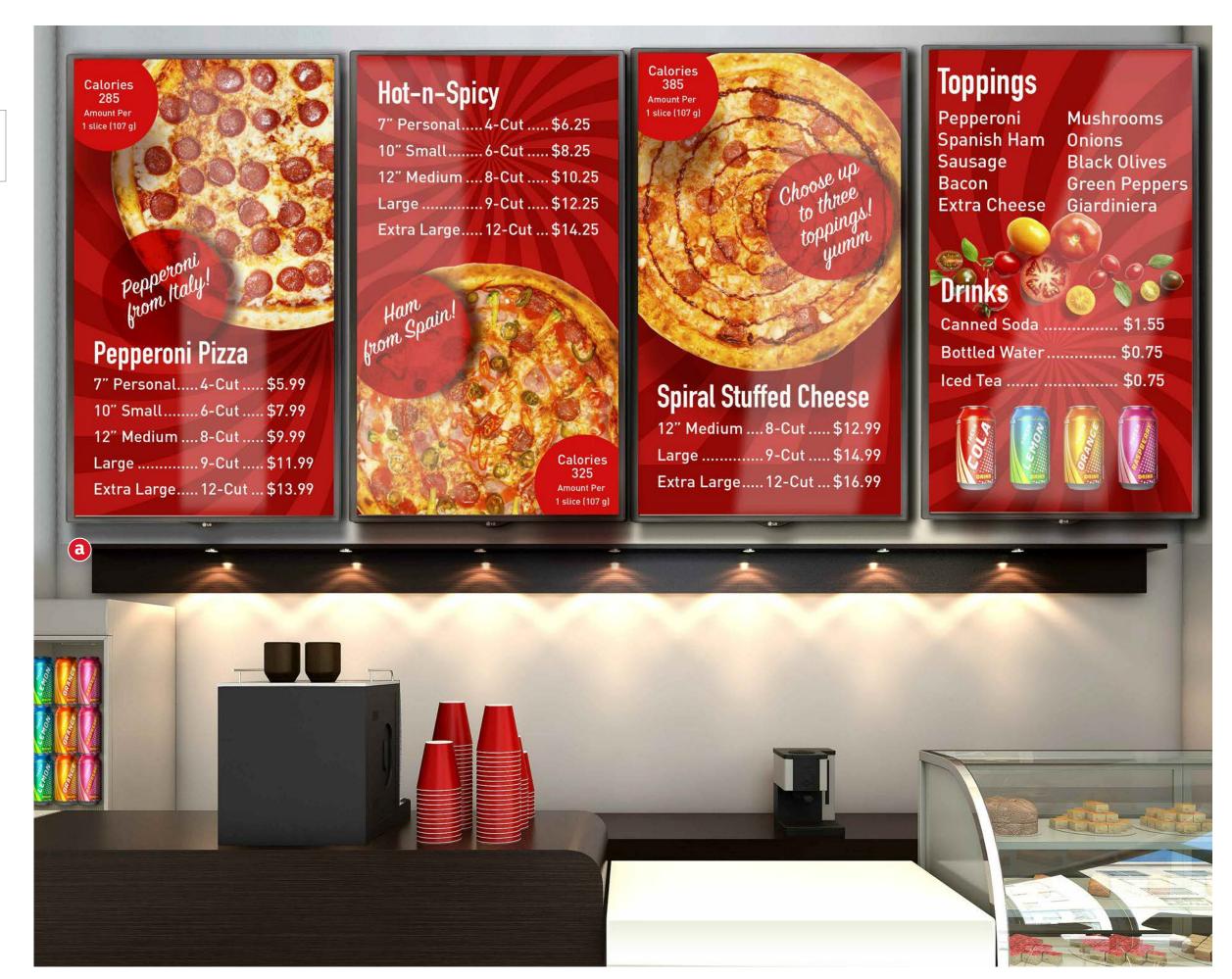- webOS
- Refresh Rate: 1920 Hz

b **Smart TV Signage - 55LV640S**
- 55" class {54.9" diagonal}
- 1920 x 1080 {FHD}
- Built-in Speaker and TV Tuner
- Embedded Content Management System
- Preloaded YouTube App & Web Browser
- WOL {Wake On LAN} & SNMP {Simple Network Management Protocol}
- SmartShare via Built-in WiFi
- SuperSign Simple Editor | SuperSign Lite

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ⓐ Standard Commercial Displays - 55SE3KD
- 55" class
- 1920 x 1080 {FHD}
- Edge-lit LED
- Brightness: 350 cd/m²
- Dust & Humidity Protection
- USB Content Management
- Wi-Fi Dongle Ready
- Aspect Ratio Substantiality
- Portrait and landscape orientation
- SuperSign® W | SuperSign C

Display 1: Pepperoni Pizza

Calories 285
Amount Per 1 slice (107 g)

Pepperoni from Italy!

Pepperoni Pizza

7" Personal.....	4-Cut	$5.99
10" Small........	6-Cut	$7.99
12" Medium	8-Cut	$9.99
Large	9-Cut	$11.99
Extra Large.....	12-Cut ...	$13.99

Display 2: Hot-n-Spicy

Hot-n-Spicy

7" Personal.....	4-Cut	$6.25
10" Small........	6-Cut	$8.25
12" Medium	8-Cut	$10.25
Large	9-Cut	$12.25
Extra Large.....	12-Cut ...	$14.25

Ham from Spain!

Calories 325
Amount Per 1 slice (107 g)

Display 3: Spiral Stuffed Cheese

Calories 385
Amount Per 1 slice (107 g)

Choose up to three toppings! yumm

Spiral Stuffed Cheese

12" Medium	8-Cut	$12.99
Large	9-Cut	$14.99
Extra Large.....	12-Cut ...	$16.99

Display 4: Toppings & Drinks

Toppings

Pepperoni	Mushrooms
Spanish Ham	Onions
Sausage	Black Olives
Bacon	Green Peppers
Extra Cheese	Giardiniera

Drinks

Canned Soda	$1.55
Bottled Water	$0.75
Iced Tea	$0.75

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(a) **Ultra Stretch Display - 88BH7D**
- 88" class
- IPS Panel Technology
- 32:9 aspect ratio
- 3840x1080 resolution
- Stand-alone
- Instalation types:
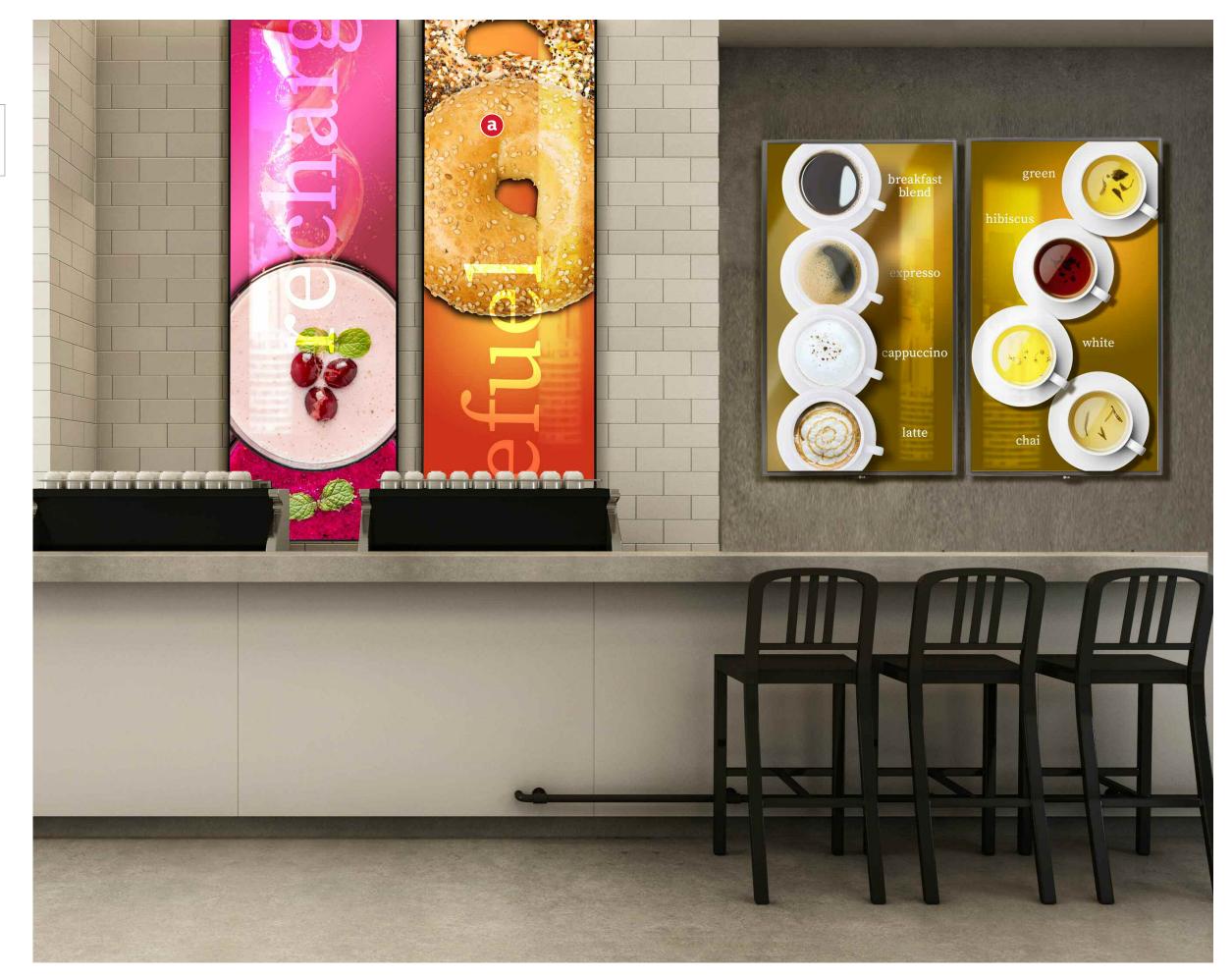 - Stand alone
  - Tri-Sided
  - Quad-Sided
  - Video wall
  - 360-degree video column
- Touch-Screen
- 4x Picture-in-Picture

Smart Platform Digital Signage - 55SM5KD
- 55" class
- 1920 x 1080 FHD
- Brightness: 450 cd/m^2
- Bezel 11.9 mm {T/R/L}, 18 mm {B}
- PBP {Picture-By-Picture}
  PIP {Picture-In-Picture}
- Quad Core SoC
- webOS
- Portrait and landscape orientation
- IP Streaming Protocol
- Dust & Humidity Protection
- SuperSign Premium
- 24/7 operation

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(a) Ultra Stretch Display - 88BH7D
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- Instalation types:
  - Stand alone
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  - 360-degree video column
- Touch-Screen
- 4x Picture-in-Picture

a Smart Platform Digital Signage - 49SM5KD
- 49" class
- 1920 x 1080 FHD
- Brightness: 450 cd/m^2
- Bezel 11.9 mm {T/R/L}, 18 mm {B}
- PBP {Picture-By-Picture}
  PIP {Picture-In-Picture}
- Quad Core SoC
- webOS
- Portrait and landscape orientation
- IP Streaming Protocol
- Dust & Humidity Protection
- SuperSign Premium
- 24/7 operation

b Touch Overlay Kit - KT-490
- 49" class
- Compatible Products: 55SE3B, 55SM5B, 55SE3KB, 55SM5KB, 55SM3B, 55SL5B
- Portrait and landscape orientation

c Ultra HD Premium Large Display - 98LS95D
- 98" class {97.5" diagonal}
- Ultra HD: 3840 x 2160
- Brightness: 500 cd/m2
- Bezel: 14.9 mm (Even)
- 24/7 operation
- Portrait and landscape orientation
- PBP {Picture-By-Picture}
  PIP {Picture-In-Picture}

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a Ultra HD Premium Large Display - 98LS95D
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- Ultra HD: 3840 x 2160
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- Bezel: 14.9 mm (Even)
- 24/7 operation
- Portrait and landscape orientation
- PBP {Picture-By-Picture}
  PIP {Picture-In-Picture}

b Ultra Narrow Bezel Video Wall - 49VM5C
- 49" class {48.5" diagonal}
- Tile Mode up to 15 x 15 {Natural mode}
- IPS Panel Technology
- 1920 x 1080 {FHD}
- Brightness 500cd/m²
- Bezel Width 0.9mm {Even}
  1.8 mm *B to B : Panel Bezel + Panel Bezel
- Built-in SoC* and Synced Playback
- webOS 2.0
- 24 Hours Guaranteed Operating Hour
- Portrait and landscape orientation
- SuperSign W | SuperSign C

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a **Ultra HD Premium Large Display - 98LS95D**
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- Dust & Humidity Protection
- SuperSign Premium
- 24/7 operation

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Specific Applications for Signage

LG's signage fits into applications ranging from touchscreens to menu boards – with full software and technological support available.

Digital Menu Boards

Reduce wait times and promote mouth-watering menu items with bright, clear, 4k Ultra HD digital menu boards. These striking displays can be remotely managed from a central location.

Outdoor Promotion

Turn any window or glass surface into a customizable digital canvas with Transparent Color LED displays. These versatile displays offer eye-catching digital promotion to attract drive-by traffic and increase brand awareness.

Indoor Promotion

Strategically placed around the interior of the QSR, digital displays, such Ultra Stretch screens or Ultra Narrow Bezel Video Walls grab the customer's attention with compelling visuals. They are ideal for promoting menu specials while helping to reduce customer wait times.

Customer Engagement

Increase customer experience and reduce wait times with Touch Screen kiosks. These interactive screens can be used to order food, cross promote menu items, use custom store apps and collate customer feedback.

Conclusion

In quick service restaurants, time is scarce so products, promotions and messages need to be communicated quickly and effectively. By implementing LG's digital signage products and solutions, QSRs not only engage customers efficiently, but effectively increase sales through promotion, advertising, cross-selling and targeted marketing displays.

> *Click Here*

To download this Lookbook's complimentary infographic.

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