



# Digitize TV

## Digital Menu Boards for Your Small Business DO IT YOURSELF!





## What You'll Need

1. **Screen** – any TV will work. We recommend 4K LED. Some options include: Amazon Fire TV with 4K UHD, Hi-Sense, LG, etc. Brightness is so important! **Choose a bright TV!** If you can afford a commercial grade TV, it is built for this purpose, but if your budget is low, a standard TV will work fine. Commercial-grade displays may offer additional features and durability, but it will be much more costly. For most small businesses, we recommend non-commercial TVs. They work fine and are very affordable.
2. **Digital Media Player**– if using digital signage software
3. **USB Drive** – if using a single file on a continuous loop
4. **Graphic Design Program** - such as Canva, Photoshop or Power Point



# Screen Basics

When it comes to selecting a TV for digital signage in a small business, there are a few factors to consider to make the right choice. Here are a few options to consider:

**1.Size:** A good size for digital signage in a small business is between 40-55 inches. This size is large enough to grab people's attention, but not so large that it becomes overwhelming.

**2.Resolution:** A 4K resolution is preferable.

**3.Brightness:** Look for a TV with high brightness levels, as this will ensure that your content is visible even in bright areas or when there is a lot of ambient light.

**4.Orientation:** Choose a TV with the option to switch between portrait and landscape orientation, depending on how you want to display your content.



# Graphic Design

Design your digital menu boards using any of the latest graphic design programs.

Canva, Photoshop and PowerPoint work well.

Be sure to use fonts and colors that are consistent with your brand.

Add photos and videos to enhance the overall look and feel of the menu boards. Removing the background from the photos is recommended for a more professional result.

Showing photos of food is a proven strategy to increase sales of that item.

Save your static menu as a .JPEG.

Save your vide file as a .MP4.

# Design Ideas

## Breakfast Sandwiches & Burritos

Egg & Cheese	5.00
Bacon, Ham or Sausage, Egg & Cheese	5.50
Egg Whites, Meat & Cheese	6.50
Briarcliff Burrito Scrambled eggs, home fries, bacon, jalapeño, tomato, & salsa verde in a fresh flour tortilla wrap.	7.95
Breakfast Burrito (Make Your Own) plus your choice of add-ons	Starting at 4.00
Grilled Cheese	4.95
BLT	7.95

## Breakfast Originals

Pancakes.....	7.95
French Toast.....	7.95
Breakfast Roll w/ Butter.....	2.00



## Peanut Butter & Jelly

Add a hash brown or an extra egg to your sandwich for only \$1 extra!

**Cheesecake**

**Flan**

**Tres Leche**

**Red Velvet**

## Gourmet Desserts

**Choco Mousse**

**de Agua y Leche**

**Carrot Cake**

meats		turkey & chicken	
Deluxe Ham	13.99/lb	Roasted Turkey	12.99/lb
Maple Honey Ham	13.99/lb	Oven Gold Turkey	13.99/lb
Cappy Brand Ham	13.99/lb	Lower Sodium Turkey	13.99/lb
Lower Sodium Ham	13.99/lb	Honey Turkey	13.99/lb
Lower Sodium Ham	13.99/lb	Cracked Peppercorn	13.99/lb
Pastrami	15.99/lb	Salsalito Turkey	13.99/lb
Spiced Ham	9.99/lb	Blazing Buffalo Chicken	13.99/lb
Bologna	9.99/lb	Bold Chipotle Chicken	13.99/lb
Olive Loaf	9.99/lb	Golden Classic Chicken	13.99/lb
Liverwurst	9.99/lb	Everroast Chicken	13.99/lb

  

italian specialties		cheese	
Prosciutto D'Parma	26.99/lb	Boars Head American	12.99/lb
Prosciutto	22.99/lb	Land O'Lakes American	11.99/lb
Genoa Salami	12.99/lb	Imported Swiss	12.99/lb
Pancetta	16.99/lb	Muenster	11.99/lb
Sopressata	18.99/lb	Provolone	12.99/lb
Capicola	20.99/lb	Lacy Swiss	12.99/lb
Pepperoni	11.99/lb	Smoke Gouda	12.99/lb
Mortadella	10.99/lb	Cheddar	11.99/lb
		Chipotle Gouda	11.99/lb
		3 Pepper Colby Jack	11.99/lb



homemade meats		homemade meats	
Roast Beef	16.99/lb	Potato Salad	7.99/lb
Roast Pork	16.99/lb	Macaroni Salad	7.99/lb
Grilled Chicken	15.99/lb	Cole Slaw	7.99/lb
		Red Potato Salad	8.99/lb
		Tuna Salad	12.99/lb
		Chicken Salad	
		Egg Salad	
		Cucumber Salad	



## CATERING MENU

Meat Specials	1/2	Full
Oven Roasted Chicken	50	95
Oven Roasted Turkey (10-14 lbs)		85
Pernil (Roasted Pork)	65	120
Beef or Chicken Fajitas	70	125
BBQ Pork Spare Ribs	55	100

  

Rice	1/2	Full
White Rice	40	65
Mexican Rice	45	70
Rice w/ Gandules	45	70

  

Pasta	1/2	Full
Mac 'n Cheese	40	65
Creamy Ricotta & Cheese Penne	50	70
Creamy Tomato Penne	50	70
Garden Pasta	50	70

Assorted Seasonal Vegetables

Empanadas & Tamales			
Served w/ pico de gallo, lettuce & sauces			
Chicken, Cheese or Beef (20 pcs)			60
Chicken, Cheese, Beef or Birria & Cheese (30 pcs)			90
Chick, Beef or Sweet Corn (12 Tamales)			40

  

Tacos & Quesadillas			
Served w/ pico de gallo, lettuce & sauces			
Quesadilla Cheese Triangles (12 slices)			32
Quesadillas w/ Protein Choice:			44
Carne, Asada, Chicken, Al Pastor, Chorizo (12 slices)			
Taquito			250
Tacos (Chicken, Al Pastor, Chorizo or Steak)			4

  

Sides & Vegetables			
	8"	1/2	Full
Potato Salad	20	45	65
Sweet Plantains or Tostones	15	25	45
Mashed Potatoes			40
Roasted Potatoes			45
Roasted Vegetables			40
Garden Salad			35

## LOWEST COST

### USB – Lowest Cost – Least Flexibility



If you are looking for a low-cost solution, you can simply save your files to a USB drive and plug the drive into the USB port of your TV.

This option will work well for you, if you are **absolutely certain** you will not need to make any changes to your menu. Note that if you expect to change your menu items and/or prices every so often,

this option can be a hassle, as you will have to re-generate the files every time you need to make an update, delete the old files from the USB and replace them with the updated menu. You will have to climb up to the TV and unplug and re-plug the USB drive. This can involve some down time for your menu boards.

This is a good solution for your business if your menu will never change and you do not require content scheduling or updates.



# BEST QUALITY

## Media Player –Monthly Fee– Most Flexibility

Using digital signage software means that your menu is saved in the cloud. This means that you can easily update your prices and menus remotely, without any down time. You won't need to physically remove the drive from the TV. All changes are done in the cloud and happen instantaneously. This is by far the best solution, as it offers the most flexibility and keeping your screens fresh and relevant will increase sales and improve customer experience.

Another benefit of digital signage software is the ability to schedule content by day of week and time of day – useful for breakfast/lunch, daily specials, and promotions that expire.

This option also allows you to have zones, which means you can divide your screen into sections and schedule various sections of the TV to serve up specific content, each on its own schedule and each section can have different types of files, ie: videos, photos, or text menu.



**It takes time and effort to design and manage professional digital menu boards.**

**We are here to help!**

**At DigitizeTV, we do all the work for you. We design & manage your menu boards. All you do is email us your menu – WE DO THE REST!  
Included in your monthly fee are the following:**

- **Digital Signage Software**
- **Free Holiday Greetings**
- **Basic Menu Changes – 3 changes every 3 months**
- **Service & Support**

**Experience the DigitizeTV Difference!**

**Call: 718-500-4609**



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