



Bring your menu to life with digital menu boards

Higher sales, fewer errors and happier customers?
That's Genius.



Modernize your menu. Maximize your impact.

Your menu does more than list what's for lunch - it tells your brand story. When you make it digital, you can capture diners' attention, reduce order errors and drive higher profits.

Why restaurant owners - and their guests - love digital menu boards

- ✓ Update menus in real time and watch them go live instantly
- ✓ Quickly swap out promotions, specials and seasonal items with just a few taps
- ✓ Cut wait times, reduce ordering confusion and make your menu easy to read — even during your biggest rushes
- ✓ Create a modern, high-impact experience that engages guests and improves accuracy



20%

Customers spend up to 20% more when influenced by dynamic menus.

Ideal for both counter and full service restaurants, indoor digital menu boards elevate the dining experience.



Cafe



Burger joint



Taqueria



Pizzeria



Taphouse



Bar and grill

“

These things are awesome!

— **Mike G.**
Owner, Hop Creek Pub

Your menu, your way

Digital menu boards deliver
big advantages to small businesses



Ease

Update items and pricing across one or multiple locations with easy drag-and-drop software. Schedule menus by day, time, location or event, and keep them on-brand without needing design expertise thanks to templates and branding tools.



Flexibility

Seamlessly sync digital menu boards with your existing POS and workflows. Control one or many screens from a centralized platform, and add on as you grow or expand.



Growth

Increase sales by spotlighting high-margin combos and limited-time specials. Boost guest satisfaction with improved accuracy and service speed, encouraging repeat visits.



Reliability

Keep menus accurate and consistent with always-on displays. No more printing, waiting or apologizing to diners about out-of-stock items or incorrect information.



Performance you can measure

What can digital menu boards
do for your bottom line?

15-25%

**Increase in
upsell revenue***

30%

**reduction in
customer-perceived
wait times***



**Significant savings on printing
and labor costs**

**The numbers don't lie.
But your outdated paper menus might.**



ARMAGH
POS Solutions



	Before	After
Menu updates	Time-consuming, manual reprints	Instantly updated pricing, promos and sold-out items
Customer experience	Confusion, long waits	30% reduction in wait times*
Branding and visuals	Inconsistent, hard to read	Eye-catching imagery that matches your brand
Operational efficiency	Staff focused on signage versus service	Automated scheduling and dayparting
Sales impact	Flat or declining upsells	15—25% higher upsell revenue*



Ready to drive customer cravings and higher sales?

Talk to our team today and find out how a digital menu board can transform your restaurant experience and help you grow.



Learn more at: www.armaghpos.com/product/genius-restaurant-software/digital-menu-boards

Toll Free: 1-888-528-5903

*figures based on internal point of sale data

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