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KUDU Set up Digital Menu Board with DT Research Multi Screen System

KUDU, a large fast food chain in Saudi Arabia, was established in 1988. With over 200 restaurants across the country, the operators were looking for a way to save time and money from changing the information on menu boards every month and printing thousands of promotions materials. To ensure the food and advertisement information can be correctly and quickly shown, KUDU changed their traditional menu boards to the digital ones that incorporated the DT Research MS600 Multi-screen Signage Appliances, and LCD screens into its restaurants.

Kudu has already set up 42" LCD's with DT Research's MS600 Multi-screen Signage Appliances that consist of the players and the WebDT Content Manger (WCM) software to publish the data including food prices and new promotions to the restaurants. With that complete system, the KUDU staff can create, manage and publish via Internet or Intranet the menu playlists from any location and at any time.

Featuring powerful and energy-efficient Intel processors and individual graphic cards, the MS600 Appliances drives those screens with Full-HD content simultaneously. To remotely manage and publish the digital menu board content, the WCM provides inclusive tools to schedule content files and create the layout designs for playlists displayed on the screens. The software can also be used to schedule the timing of power for the MS600 Appliances and the downloading of content for optimal resource management.

DT Research's brand new systems help KUDU operators save the time, money and human force from manually shipped and changed traditional menu board materials. As well as reduce the TCO. For more DT Research signage product information, please visit http://www.signage.dtri.com/.

About DT Research

DT Research™ develops and manufactures web-enabled information appliances for vertical applications. The DT Research family of products is based on embedded computing platforms for secure, reliable, and cost-effective computing. The products include digital signage solutions, wireless tablets, point-of-service handhelds, compact modular systems, and display-integrated information systems. These systems emphasize mobility, wireless connectivity and touch displays. Powered by Windows® operating systems, the devices offer durability and ease in integration, leading to solutions that can be remotely managed with the comprehensive WebDT Content Manager and Device Manager software. For more information, visit http://www.dtresearch.com