



# 2020 DMB Implementation Guide





# CONTENTS

- 02 New Requirements
- 03 Process Overview
- 04 Ordering Process
- 05 Stratacache & Media Player Specs
- 07 Samsung & LG Specs
- 11 Pricing
- 13 Installation
- 21 Support
- 22 FAQ
- 24 Appendix

# NEW REQUIREMENTS

As we continue to focus on the guest drive-thru experience and franchisee profitability, the North America Marketing team, working together with RSI, NFA, and Digital, are pleased to announce Stratacache as Burger King's new outdoor digital menu board content provider.

As the landscape of the Burger King brand continues to evolve, our goal is to ensure your restaurants have top rated technology. Stratacache is the leading industry content management provider for 20,000+ US QSR locations with 780,000+ managed displays with media players. An example of their top QSR clients include McDonalds, Starbucks, Wendy's, and Taco Bell. Their media players are installed using redundancy, which serves as a back-up for the primary controller to ensure digital menu boards consistently have updated and viewable content. Once implemented, a key focus will be to add future enhancements such as 3-screen takeover, as well as dynamic and restaurant-specific content to increase check average.

Stratacache will be the sole supplier for drive-thru media players starting 3/26/20 replacing Xenial. To ensure restaurants receive quality installations, LSI has been selected as the reseller and installer for Stratacache hardware. LSI is the existing manufacturer for the Samsung enclosure and an approved installer for both Samsung and LG. LSI has an extensive network for installs and experience with large short-term rollouts to ensure your restaurants receive best in class service. As such, orders for drive-thru menu boards and Stratacache media players will go through LSI. If your restaurants have already placed orders with Xenial, they will be grandfathered.

For restaurants with ODMBS installed, Xenial will continue to support them with content management until a transition to Stratacache is made. Before year-end, Stratacache has committed to replacing your existing hardware with its own at no additional cost to the restaurant. Additional details about Xenial replacements will be provided at a later date.

## Additional Details

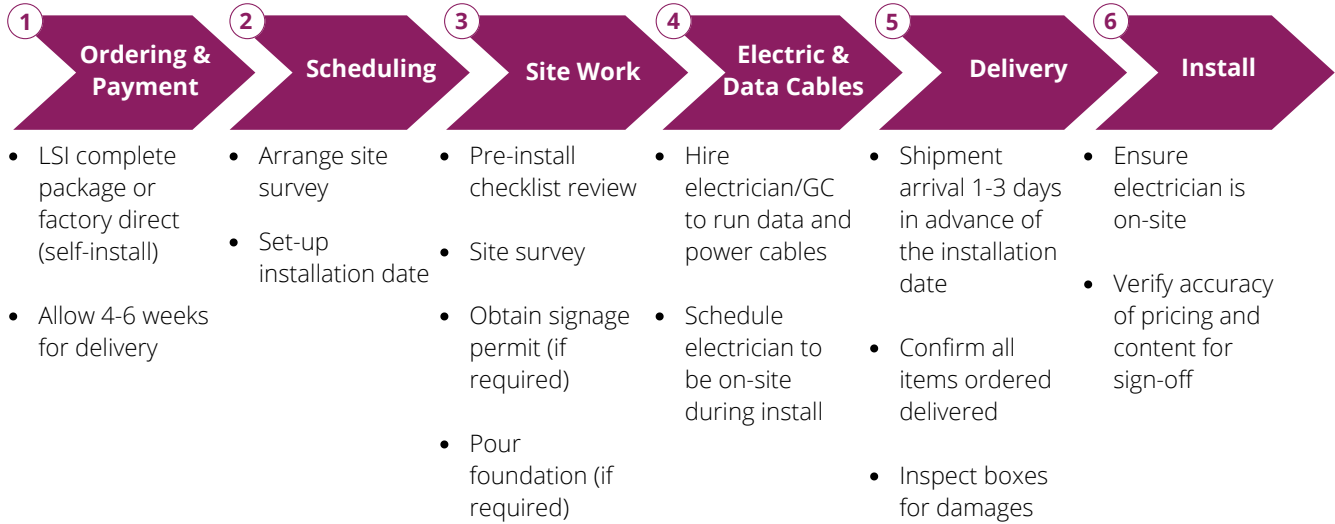
- Stratacache indoor DMBs are required for new builds
- Xenial will remain as the approved content management provider for indoor DMBs. Replacing existing indoor media players from Xenial to Stratacache is optional for foreseeable future.
- Approved self-installers will receive a communication on how to become certified with Stratacache in April.

On behalf of everyone at BURGER KING®, we would also like to express our deep gratitude to the entire BK® franchisee system for your patience and understanding during this process. Any additional questions or concerns should be sent to [ODMB@rbi.com](mailto:ODMB@rbi.com).

Tim Brueggemann  
Head of Field Operations, NA

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# PROCESS OVERVIEW



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# ORDERING PROCESS

## Ordering Options

To best support franchisee needs, there are two ordering options:

### Option 1 - LSI Complete One Stop Shop Package

LSI will take care of the install from end to end and will provide a one stop shop.

#### *Key Features*

- LSI manages ordering process, billing, consolidation and shipping, and installation services for both the LG and Samsung screens and enclosure as the single point of contact.

#### *Required Steps*

Place order w/LSI for ODMB and IDMB at

<https://www.cognitofrms.com/LSI8/BKDigitalMenuBoardProgramOrderForm>

For questions about the status of existing orders, deliveries, and installations, contact [bk.status@lsi-industries.com](mailto:bk.status@lsi-industries.com)

### Option 2 - Factory Direct

Franchisee places and confirms all orders with Samsung/LSI or LG, Stratacache, and manages installation service or self-install.

#### *Key Features*

- Approximately \$600-\$1,000 in savings depending on scope of work
- FZ Responsible for managing each vendor including installation

#### *Required Steps*

a) Order Stratacache Media Players

- Please reach out to Stratacache to order media players and cabling for both main boards (1X3) and pre-sell board (1X1) as well as for IDMBs. [Order Form](#)

b) Order Outdoor Digital Menu Board (ODMB) and Indoor Digital Menu Board (Samsung or LG) Samsung/LSI

- Please reach out to LSI to order LSI enclosures for both main boards (1X3) and pre-sell board (1X1) as well as Samsung screens for ODMBs and IDMBs. Place order w/LSI at [bk.orders@lsi-industries.com](mailto:bk.orders@lsi-industries.com)

#### *LG*

- Please reach out to LG to order LG enclosures for both main boards (1X3) and pre-sell board (1X1) as well as LG screens for ODMBs and IDMBs. Place order w/Michael Ha and Stephanie Cooper

Michael Ha | O: (847) 941-8855 | M: (847) 309-4774 | E: [michael1.ha@lge.com](mailto:michael1.ha@lge.com)

Stephanie Cooper | P: 847-941-8833 | E: [stephanie.cooper@lge.com](mailto:stephanie.cooper@lge.com)

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# STRATACACHE & MEDIA PLAYER SPECS

## Introduction

Stratacache is the leading industry content management provider for 20,000+ US QSR locations with 780,000+ managed displays with media players. An example of their top QSR clients include McDonalds, Starbucks, Wendy's, and Taco Bell. Their media players are installed using redundancy, which serves as a back-up for the primary controller to ensure digital menu boards consistently have updated and viewable content. Once implemented, a key focus will be to add future enhancements such as 3-screen takeover, as well as dynamic and restaurant-specific content to increase check average. Additional information:

- › Founded in 1999 and based in Dayton, Ohio
- › DMB Supplier for the US since 2008 with use by 30+ major brands (QSR & Non-QSR)
- › 3.3 Million Digital Signs in use today
- › 600,000+ Digital Menu Boards deployed
- › 99.9% media player uptime with proactive support
- › (5) QSR Customers at or in process of 50,000+ Active Screens

## Core Competencies

Stratacache's NG2 media player and content management software provides the Burger King system additional reliability, support, and capability without increasing cost.

### Reliability

Stratacache's media players are installed with redundancy – ensuring that each display has two media players so that content stays up even if one media player fails. The NG2 media player is currently used by Stratacache to manage over 780,000 displays

### Support

Stratacache's operations center monitors all media players and proactively opens a helpdesk ticket for any unit offline, allowing Stratacache to start troubleshooting issues before a restaurant contacts support. This allows Stratacache to maintain 99.9% media player uptime with other large brands

### Capability

Stratacache's media players can display synchronized video over all three Drive-Thru screens at once (Three-Screen Takeover) and incorporate future technology such as guest-personalized content

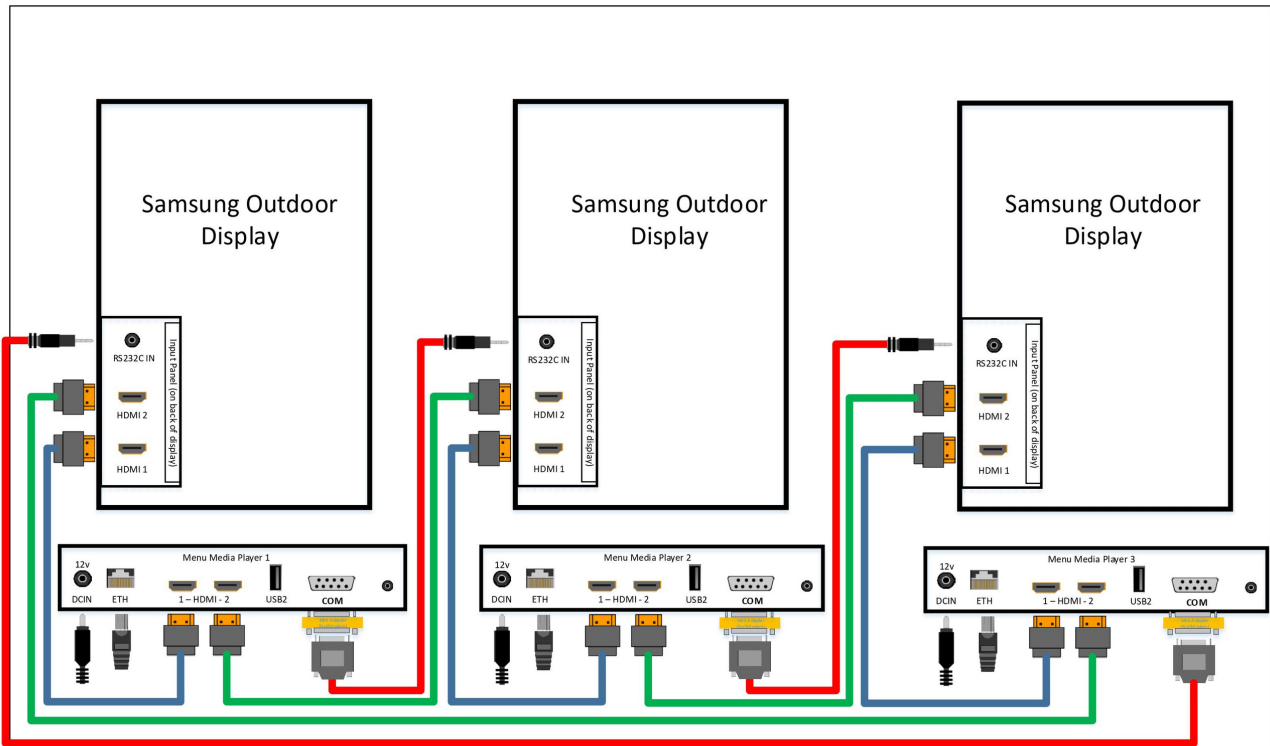
# SPECTRA NG-2 HT Media Player Specifications

A fully-featured digital media player that delivers performance and reliability in a compact design. The SPECTRA NG-2 HT boasts an innovative battery designed for optimal in high temperature environments such as outdoor digital displays. Stratacache's media players are versatile, feature-rich appliances.



Description	Specification
Dimensions	7.55" x 6.5" x 1.1"
Memory	2 GB DDR3 933 MHz
CPU	NVIDIA Tegra K1 Quad-Core ARM Cortex-A15 2.3 GHz
Storage	64 GB high speed eMMC / SD expansion
Output	2x HDMI 1.4 - supports 2x 1080p video, or 1x 4K video + 1 1080p video with screw locking HDMI ports
Network	Gigabit RJ45
USB	2x USB 3.0 (5 Gbps / 625 MBps)
Serial	9-pin RS232
Cooling	Passively cooled chassis, maximum external temperature under 100% load 140°F

## Wiring & Component Architecture



### Cable Legend

Primary HDMI
Backup HDMI
RS232 DB9 – 3.5mm

**STRATACACHE**

ACCOUNT		TITLE	
		Burger King – 3 Panel Outdoor	
		DESCRIPTION	
		3 Panel Layout - Outdoor	
DRAWN	DATE	APPROVED	DATE
JH	3/24/2020		
SCALE	SIZE	REVISION	PAGES
NONE		1.0	1 OF 1

# SAMSUNG KEY FEATURES



## 5-year Warranty

- White glove next day service
- Technician removes original unit, installs replacement, and ships non-working unit to Samsung within 24 hours of a placed service call
- Does not require filter replacement
- If your ODMB screen gets damaged and needs replacement Samsung will transfer your remaining White glove warranty to your new ODMB screen; after warranty service available at an additional cost

## Highly Visible and Bright Display

- High 3,000-nit brightness
- Auto brightness sensor
- 5,000:1 contrast ratio
- Magic glass cuts glare from direct sunlight exposure
- Polarizing technology enables clear visibility for viewing with polarized sunglasses

## Environmental Reliability

- Cooling system with heat exchanger for extreme temperatures of -22° F to 122°
- IP56-certified to withstand the sun, wind-driven dust, hose-driven water, rain, sleet, snow and corrosion
- Designed and tested to withstand corrosion from salt air
- Designed to withstand internal corrosion due to vehicle exhaust emissions

## Durability

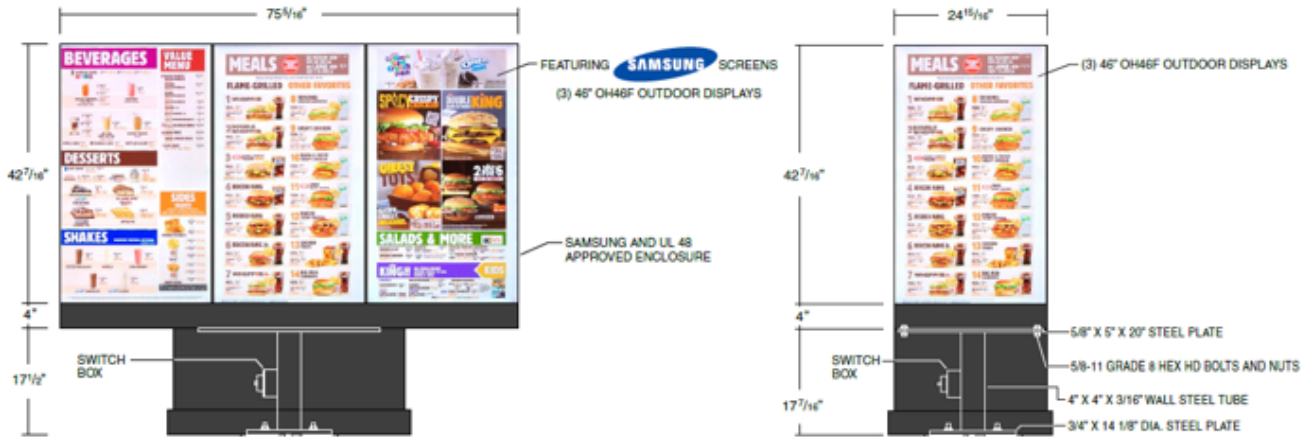
- IK10-certified 5mm (0.19") tempered magic glass
- Protects from ballistic impact and uses a special coating to protect against graffiti

## Low Operating Noise Level

- Advanced cooling technology that's designed to be quiet



# SAMSUNG SPECIFICATIONS



Specifications & Measurements			
Display	Diagonal Size	TV	46"
		Screen	45.0" / 116.8cm
	Type	120Hz E-LED BLU	
	Resolution	1920 x 1080 (16:9)	
	Brightness (Typ.)	2,500	
	Contrast Ratio (Typ.)	5000:1	
	Viewing Angle (H/V)	178/178	
	Response Time (G-to-G)	6ms	
Operation Hour	24/7		
Connectivity	Input	RGB	N/A
		Video	HDMI 1.4 (2), HDBaseT (LAN Common)
		HDCP	HDCP 2.2
		USB	USB 2.0 (1)
	Output	Audio	Stereo Mini Jack
External Control	RS232C (In/Out), RJ45 (In/Out), HDBaseT		
Power Type	Type	Internal	
	Power Supply	AC100-240V~(+/-10%),50/60Hz	
	Power Consumption	Max [W / H]	468
		Typical [W / H]	440
		Sleep Mode	<0.5W
Off Mode		<0.5W	
Dimensions	Pre-sell (1 x 1)	28" x 8" x 50"	
	Menu Board (1 x 3)	78" x 8" x 50"	
Weight	Pre-sell (1 x 1)	220 lbs.	
	Menu Board (1 x 3)	485 lbs.	

# LG KEY FEATURES



## 5-year Warranty

- White glove next day service
- Technician removes original unit, installs replacement, and ships non-working unit to LG within 24 hours of a placed service call
- Requires a filter replacement for each screen every 2 years at an additional cost to maintain warranty coverage.
- If your ODMB screen gets damaged and needs replacement LG will transfer your remaining white glove warranty to your new ODMB screen; after warranty service available at an additional cost

## Highly Visible and Bright Display

- High 3,000-nit brightness
- Auto brightness sensor
- Content visibility at all angles
- Tempered glass cuts glare from direct sunlight exposure
- Quarter wave plate (QWP) enables clear visibility for viewing with polarized sunglasses

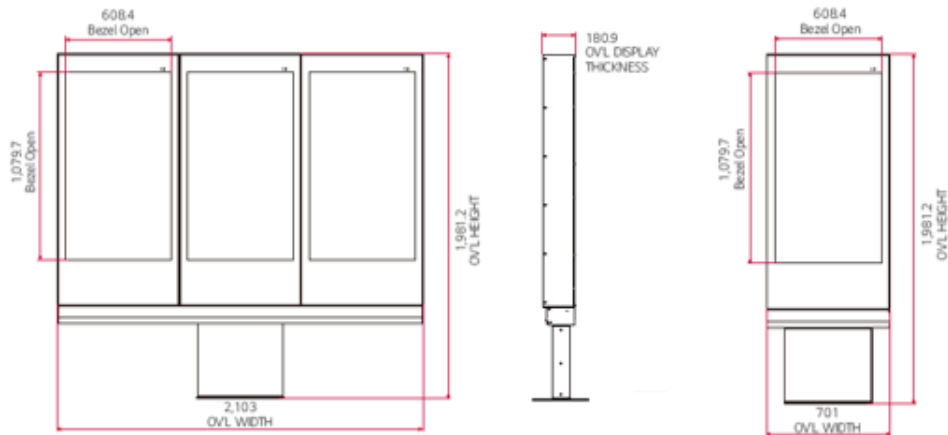
## Environmental Reliability

- Enhanced thermal management technology for extreme temperatures of -22° F to 122°
- IP56-certified to withstand the sun, rain, snow, dust, and wind
- Conformal coating on all major circuit boards to protect against iron powder, corrosion from salt air, dust, etc.
- Integrated circuit breaker and surge suppressor for protection from overcurrent short circuits and unwanted voltages

## Durability

- Tempered and laminated front glass to shield from outdoor extremities
- Instant replaceable front glass in case of vandalism

# LG SPECIFICATIONS



Specifications & Measurements		
Panel	Screen Size	49"
	Panel Technology	IPS
	Aspect Ratio	16 : 9
	Native Resolution	1,920 x 1,080 (FHD), M+ (WRGB)
	Brightness*	3,000-nit
	Viewing Angle *H x V)	178 x 178
	Response Time	8 ms (G to G BW, Typ.)
	Surface Treatment	Hard Coating (2H), Anti-reflection Treatment of the Front Polarizer (Haze 3% (Typ.)), QWP
	QWP Polarizer	Yes
	Life Time	50,000 Hrs.
Connectivity	Operation Hours	24 Hrs.
	Orientation	Portrait Only
	Input	HDMI, DP, DVI-D, Audio I, USB 3.0
Physical Specification	Output	DP, External Speaker Out
	External Control	RS232C In/out, RJ45 In
	Front Glass	6.8 mm (AR, Tempered & Laminated glass)
	Bezel Color	Black
	Bezel Width	103.0 mm (T), 262.0 mm (B), 46.5 mm (L/R)
	Pre-sell Dimension	27.6" x 7.1" x 78"
	Menu-Board Dimension	106.4" x 7.1" x 78"
Power	Pre-sell Weight	220 lbs.
	Menu Board Weight	528 lbs.
	Power Supply	100-240v-, 50/60Hz
	Power Type	Built-in Power
Power Consumption	Typ./Max	290 W / 440W
	Smart Energy Saving	145 W

# PRICING

## Single Lane



<i>Single Lane 1x3 ODMB</i>	Qty.	LSI Turn-key	Factory Direct Self Install	LSI Turn-key	Factory Direct Self Install
1 x 3 Screens and Enclosure	1	\$10,619	\$10,113	\$11,528	\$10,979
1 x 3 Unit Install	1	\$1,450	N/A	\$1,450	N/A
LSI Project Management Fee	1	\$650	\$0	\$650	\$0
Site Survey Fee	1	\$300	N/A	\$300	N/A
Stratacache Media Players & Cables	1 Kit	\$2,843	\$2,708	\$2,843	\$2,708
<b>Sub Total (Above Does Not Include Taxes )</b>		<b>\$15,862</b>	<b>\$13,286</b>	<b>\$16,771</b>	<b>\$13,687</b>

<i>Single Lane 1x3 ODMB + OCU Tower Components</i>	Qty.	LSI Turn-key	Factory Direct Self Install	LSI Turn-key	Factory Direct Self Install
1 x 3 Screens and Enclosure	1	\$10,619	\$10,113	\$11,528	\$10,979
1 x 3 Unit Install	1	\$1,450	N/A	\$1,450	N/A
LSI Project Management Fee	1	\$650	\$0	\$650	\$0
Site Survey Fee	1	\$300	N/A	\$300	N/A
Screen w/o Enclosure	1	\$2,937	\$2,797	\$2,937	\$2,797
Stratacache Media Players & Cables	1 Kit	\$3,053	\$2,908	\$3,053	\$2,908
OCO Tower Screen and Media Player Installation	1	\$450	N/A	\$450	N/A
<b>Sub Total (Above Does Not Include Taxes )</b>		<b>\$19,459</b>	<b>\$15,818</b>	<b>\$20,368</b>	<b>\$16,684</b>

<i>Single Lane 1x3 ODMB + OCU Tower Components + 1x1 Pre-sell</i>	Qty.	LSI Turn-key	Factory Direct Self Install	LSI Turn-key	Factory Direct Self Install
1 x 3 Screens and Enclosure	1	\$10,619	\$10,113	\$11,528	\$10,979
1 x 3 Unit Install	1	\$1,450	N/A	\$1,450	N/A
LSI Project Management Fee	1	\$650	\$0	\$650	\$0
Site Survey Fee	1	\$300	N/A	\$300	N/A
1X1 Preview Board	1	\$3,910	\$3,724	\$3,910	\$3,724
Stratacache Media Players & Cables	1 Kit	\$3,883	\$3,698	\$3,883	\$3,698
1X1 Preview Installation	1	\$500	N/A	\$500	N/A
OCO Tower Screen and Media Player Installation	1	\$450	N/A	\$450	N/A
<b>Sub Total (Above Does Not Include Taxes )</b>		<b>\$21,762</b>	<b>\$17,535</b>	<b>\$22,671</b>	<b>\$18,401</b>

- OCU Tower is not included above (reach out to your preferred Signage Supplier)
- Samsung ODMB Screen only until LG complete new design (Samsung \$2796.80 factory direct)
- Note: Add \$35.00 for Net Switch (pending lane configuration)
- Indoor ODM 16 Port Switch for \$60 - optional
- Product lead times (5) Weeks
- Above packages free standard freight
- Express orders under 3 weeks at additional cost, plus freight
- After hours installation at an estimated 30% additional cost
- Anchor bolts (4 bolts) \$37.00 - optional

# PRICING

## Dual Lane



<b>Dual Lane</b>	<b>Qty.</b>	<b>LSI Turn-key</b>	<b>Factory Direct Self Install</b>	<b>LSI Turn-key</b>	<b>Factory Direct Self Install</b>
1 x 3 Screens and Enclosure	2	\$21,238	\$20,227	\$23,056	\$21,958
1 x 3 Unit Install	2	\$2,300	N/A	\$2,300	N/A
LSI Project Management Fee	1	\$650	\$0	\$650	\$0
Site Survey Fee	1	\$300	N/A	\$300	N/A
Stratacache Media Players & Cables	2 Kits	\$4,492	\$4,278	\$4,492	\$4,278
<b>Sub Total (Above Does Not Include Taxes)</b>		<b>\$28,980</b>	<b>\$24,505</b>	<b>\$30,798</b>	<b>\$26,236</b>
<b>Dual Lane 1X3 ODMB Plus OCU Tower Screen</b>	<b>Qty.</b>	<b>LSI Turn-key</b>	<b>Factory Direct Self Install</b>	<b>LSI Turn-key</b>	<b>Factory Direct Self Install</b>
1 x 3 Screens and Enclosure	2	\$21,238	\$20,227	\$23,056	\$21,958
1 x 3 Unit Install	2	\$2,300	N/A	\$2,300	N/A
LSI Project Management Fee	1	\$650	\$0	\$650	\$0
Site Survey Fee	1	\$300	N/A	\$300	N/A
Screen w/o Enclosure	1	\$5,873	\$5,594	\$5,873	\$5,594
Stratacache Media Players & Cables	2 Kits	\$5,190	\$4,943	\$5,190	\$4,943
OCO Tower Screen Installation	1	\$750	N/A	\$750	N/A
<b>Sub Total (Above Does Not Include Taxes)</b>		<b>\$36,302</b>	<b>\$30,763</b>	<b>\$38,119</b>	<b>\$32,495</b>
<b>Dual Lane 1X3 ODMB , OCU Tower Plus 1X1 Pre View Board</b>	<b>Qty.</b>	<b>LSI Turn-key</b>	<b>Factory Direct Self Install</b>	<b>LSI Turn-key</b>	<b>Factory Direct Self Install</b>
1 x 3 Screens and Enclosure	2	\$21,238	\$20,227	\$23,056	\$21,958
1 x 3 Unit Install	2	\$2,300	N/A	\$2,300	N/A
LSI Project Management Fee	1	\$650	\$0	\$650	\$0
Site Survey Fee	1	\$300	N/A	\$300	N/A
1X1 Preview Board	2	\$7,820	\$7,448	\$7,772	\$7,402
Stratacache Media Players & Cables	3 Kits	\$6,051	\$5,763	\$6,051	\$5,763
1X1 Preview Installation	1	\$850	N/A	\$850	N/A
OCO Tower Screen Installation	1	\$750	N/A	\$750	N/A
<b>Sub Total (Above Does Not Include Taxes)</b>		<b>\$39,959</b>	<b>\$33,437</b>	<b>\$41,729</b>	<b>\$35,123</b>

- OCU Tower is not included above (reach out to your preferred Signage Supplier)
- Samsung ODMB Screen only until LG complete new design (Samsung \$2796.80 factory direct)
- Note: Add \$35.00 for Net Switch (pending lane configuration)
- Indoor ODM 16 Port Switch for \$60 - optional
- Product lead times (5) Weeks
- Above packages free standard freight
- Express orders under 3 weeks at additional cost, plus freight
- After hours installation at an estimated 30% additional cost
- Anchor bolts (4 bolts) \$37.00 - optional

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# INSTALLATION

FZs have the to use LSI for installation or have the option to self-install if approved. Regardless of the option chosen, all FZs are responsible for restaurant installation readiness; this includes any data, power, and other modifications needed before ODMB installation. Installers are not responsible for foundation requirements and electrical work to prepare the site. Installation and maintenance of ODMBs must be done by personnel trained to work on electrical and mechanical systems. Log into [eRedBook](#) to view and download Installation Guides. To view Samsung/LSI Video Link go to eRedBook Homepage.

## Guidelines

- In order for LSI to proceed with preparing a display and configuring the network, the foundation, electrical, and enclosure need to be installed and functional.
- The Outdoor Digital Menu Board (ODMB) must be installed in accordance with local codes. The local authority is responsible for inspecting the installation to determine if it meets use criteria.
- A minimum of 2 installers required.
- An accessible disconnect device must be accounted for in the building installation wiring.
- Wires should be pulled prior to ODMB installation and there should be 5' of electrical and data wire protruding from the conduit to feed into the enclosure. This will ensure there is enough length to connect to the unit.
- The ODMB must be properly installed on a prepared, concrete foundation or equivalent, non-combustible surface. See the ODMB Foundation Requirements provided below for soil class recommendations and foundation requirements.
- Do not operate the ODMB until it is secured to the foundation and electrical is properly connected.
- Equipment in the pedestal electronics enclosure must be ITE certified and not exceed 2 amps in total load.
- Media players are staged per location. Thus, they should only be installed at the site they were purchased for. If the media players are moved to another location, it will result in provisioning and content issues.

## Network Requirements

### *Cabling*

- CAT6 cable ran from back office network switch to ODMB pedestal. ODMBs require 1 network connection per enclosure although 4 cables are recommended to have spares.
- If feasible, its recommended to run two 2" conduits from the restaurant to a christy box. (see page 19 for additional details). The additional conduit is for the second lane and or spare that should be left empty until needed for future use. Having the spare is ideal if wiring needs to be redone to avoid taking down the drive-thru as well as for possible future technology enhancements.

### *Whitelisting*

- See the Appendix for whitelisting details. All media players should have the required whitelisting requirements pre-configured, however if any connectivity issues occur please reach out to your respective firewall provider and reference the master ticket:
  - Netsurion Master Ticket: 600752, Service Desk— [techsupport@netsurion.com](mailto:techsupport@netsurion.com) | 800-559-8157
  - Nuarx— Master Ticket: 593009, Service Desk— [nuarxinc.com/support/](http://nuarxinc.com/support/) | 877-556-8279

# Foundation Requirements

Foundational and structural needs may vary based on the site's soil class, wind load, and the enclosure. The following requirements are for soil class 4 and 5 foundations when using the Samsung or LG manufactured enclosures.

## Soil Class 4 Foundation Requirements

<p style="text-align: center;"><b>WIND LOAD</b> 90 MPH (ASCE 7-05) 115 MPH (ASCE 7-10)</p>	<p><b>DESIGN PARAMETERS:</b> 2009 INTERNATIONAL BUILDING CODE ASCE 7-05 WIND SPEED DATA: 1. BASIC WIND SPEED = 90 MPH (3 SEC. GUST) 2. WIND IMPORTANCE FACTOR 1.0 3. WIND EXPOSURE C 4. INTERNAL PRESSURE COEF. N/A 5. COMPONENT AND CLADDING N/A ASCE 7-10 SPEC RATED APPX. 28% HIGHER OVER ASCE 7-05 SPEC</p> <p><b>MATERIALS:</b> GRADE F1554 Gr 36 ANCHOR BOLTS GRADE A615 60 KSI REBAR 3000 PSI CONCRETE @ 28 DAYS</p> <p><b>CLASS 4 SOIL:</b> 2000 PSF SOIL BEARING 150 PSF/LF SOIL LATERAL BEARING UNDISTURBED SOIL</p>	<p style="text-align: center;"><b>FOUNDATION DETAIL</b></p>
<p style="text-align: center;"><b>WIND LOAD</b> 120 MPH (ASCE 7-05) 153 MPH (ASCE 7-10)</p>	<p><b>DESIGN PARAMETERS:</b> 2009 INTERNATIONAL BUILDING CODE ASCE 7-05 WIND SPEED DATA: 1. BASIC WIND SPEED = 120 MPH (3 SEC. GUST) 2. WIND IMPORTANCE FACTOR 1.0 3. WIND EXPOSURE C 4. INTERNAL PRESSURE COEF. N/A 5. COMPONENT AND CLADDING N/A ASCE 7-10 SPEC RATED APPX. 28% HIGHER OVER ASCE 7-05 SPEC</p> <p><b>MATERIALS:</b> GRADE F1554 Gr 36 ANCHOR BOLTS GRADE A615 60 KSI REBAR 3000 PSI CONCRETE @ 28 DAYS</p> <p><b>CLASS 4 SOIL:</b> 2000 PSF SOIL BEARING 150 PSF/LF SOIL LATERAL BEARING UNDISTURBED SOIL</p>	<p style="text-align: center;"><b>FOUNDATION DETAIL</b></p>
<p style="text-align: center;"><b>WIND LOAD</b> 150 MPH (ASCE 7-05) 192 MPH (ASCE 7-10)</p>	<p><b>DESIGN PARAMETERS:</b> 2009 INTERNATIONAL BUILDING CODE ASCE 7-05 WIND SPEED DATA: 1. BASIC WIND SPEED = 150 MPH (3 SEC. GUST) 2. WIND IMPORTANCE FACTOR 1.0 3. WIND EXPOSURE C 4. INTERNAL PRESSURE COEF. N/A 5. COMPONENT AND CLADDING N/A ASCE 7-10 SPEC RATED APPX. 28% HIGHER OVER ASCE 7-05 SPEC</p> <p><b>MATERIALS:</b> GRADE F1554 Gr 36 ANCHOR BOLTS GRADE A615 60 KSI REBAR 3000 PSI CONCRETE @ 28 DAYS</p> <p><b>CLASS 4 SOIL:</b> 2000 PSF SOIL BEARING 150 PSF/LF SOIL LATERAL BEARING UNDISTURBED SOIL</p>	<p style="text-align: center;"><b>FOUNDATION DETAIL</b></p>

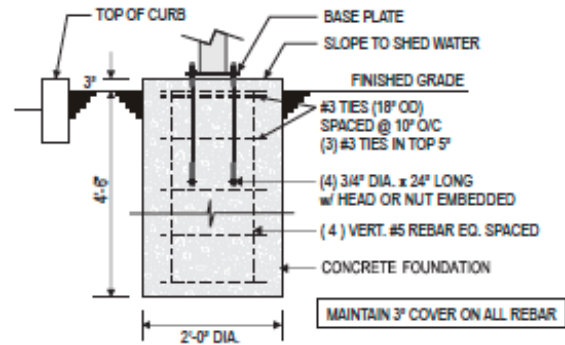
Soil Class 5 Foundation Requirements

**WIND LOAD**

90 MPH (ASCE 7-05)  
115 MPH (ASCE 7-10)

**DESIGN PARAMETERS:**  
2009 INTERNATIONAL BUILDING CODE  
ASCE 7-05 WIND SPEED DATA:  
1. BASIC WIND SPEED = 90 MPH  
(3 SEC. GUST)  
2. WIND IMPORTANCE FACTOR 1.0  
3. WIND EXPOSURE C  
4. INTERNAL PRESSURE COEF. N/A  
5. COMPONENT AND CLADDING N/A  
ASCE 7-10 SPEC RATED APPX. 28%  
HIGHER OVER ASCE 7-05 SPEC  
**MATERIALS:**  
GRADE F1554 Gr 36 ANCHOR BOLTS  
GRADE A615 60 KSI REBAR  
3000 PSI CONCRETE @ 28 DAYS  
**CLASS 5 SOIL:**  
1500 PSF SOIL BEARING  
100 PSF/LF SOIL LATERAL BEARING  
UNDISTURBED SOIL

**FOUNDATION DETAIL**

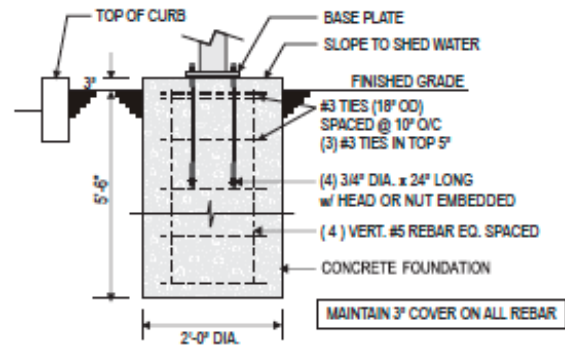


**WIND LOAD**

120 MPH (ASCE 7-05)  
153 MPH (ASCE 7-10)

**DESIGN PARAMETERS:**  
2009 INTERNATIONAL BUILDING CODE  
ASCE 7-05 WIND SPEED DATA:  
1. BASIC WIND SPEED = 120 MPH  
(3 SEC. GUST)  
2. WIND IMPORTANCE FACTOR 1.0  
3. WIND EXPOSURE C  
4. INTERNAL PRESSURE COEF. N/A  
5. COMPONENT AND CLADDING N/A  
ASCE 7-10 SPEC RATED APPX. 28%  
HIGHER OVER ASCE 7-05 SPEC  
**MATERIALS:**  
GRADE F1554 Gr 36 ANCHOR BOLTS  
GRADE A615 60 KSI REBAR  
3000 PSI CONCRETE @ 28 DAYS  
**CLASS 5 SOIL:**  
1500 PSF SOIL BEARING  
100 PSF/LF SOIL LATERAL BEARING  
UNDISTURBED SOIL

**FOUNDATION DETAIL**

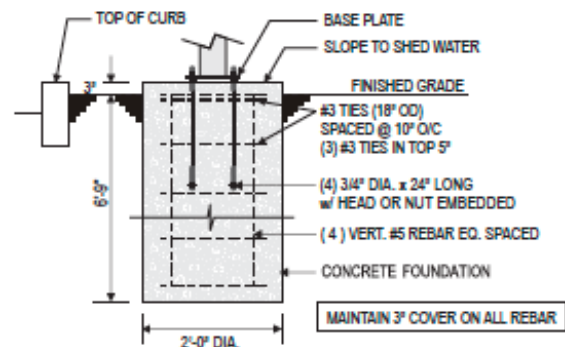


**WIND LOAD**

150 MPH (ASCE 7-05)  
192 MPH (ASCE 7-10)

**DESIGN PARAMETERS:**  
2009 INTERNATIONAL BUILDING CODE  
ASCE 7-05 WIND SPEED DATA:  
1. BASIC WIND SPEED = 150 MPH  
(3 SEC. GUST)  
2. WIND IMPORTANCE FACTOR 1.0  
3. WIND EXPOSURE C  
4. INTERNAL PRESSURE COEF. N/A  
5. COMPONENT AND CLADDING N/A  
ASCE 7-10 SPEC RATED APPX. 28%  
HIGHER OVER ASCE 7-05 SPEC  
**MATERIALS:**  
GRADE F1554 Gr 36 ANCHOR BOLTS  
GRADE A615 60 KSI REBAR  
3000 PSI CONCRETE @ 28 DAYS  
**CLASS 5 SOIL:**  
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UNDISTURBED SOIL

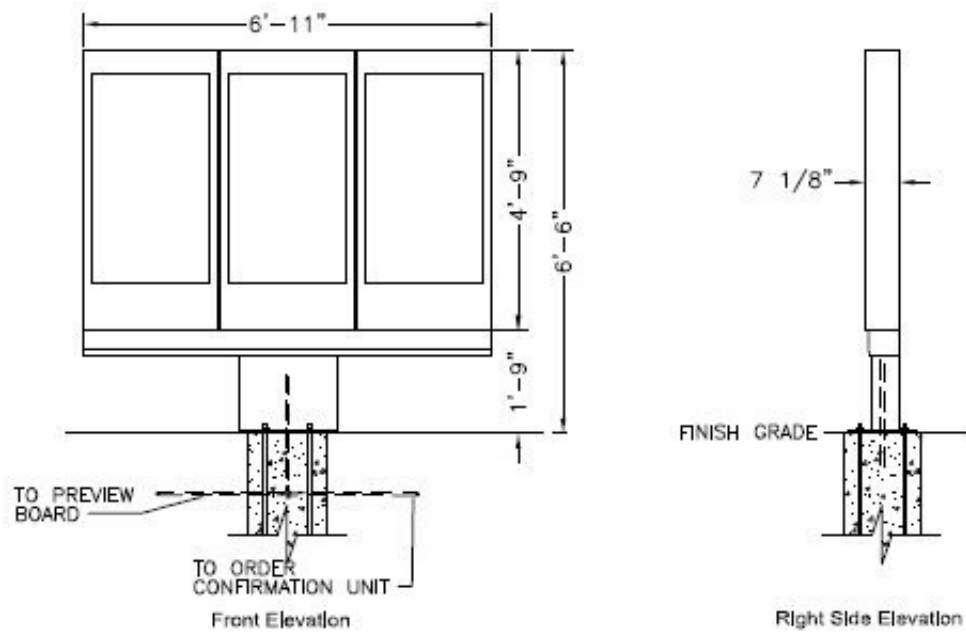
**FOUNDATION DETAIL**





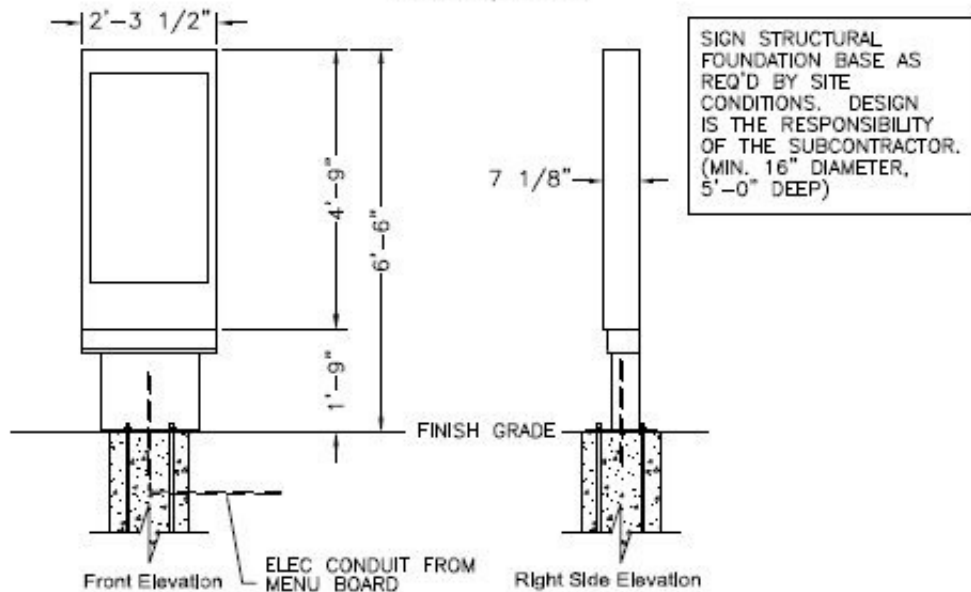
## Power Requirements

- A licensed electrician is required to connect the enclosure's GFCI to the power feed. The duplex outlet for plugging in the Stratacache-provided power strip is pre-wired to the GFCI.
- ODMBs require a single breaker per enclosure, with a 20-ampacity minimum.
- If feasible, its recommended to run one 1" conduit from the restaurant to a christy box (see page 19 for additional details).
- Ensure sprinkler system is turned off when power is configured to avoid electrical safety issue.



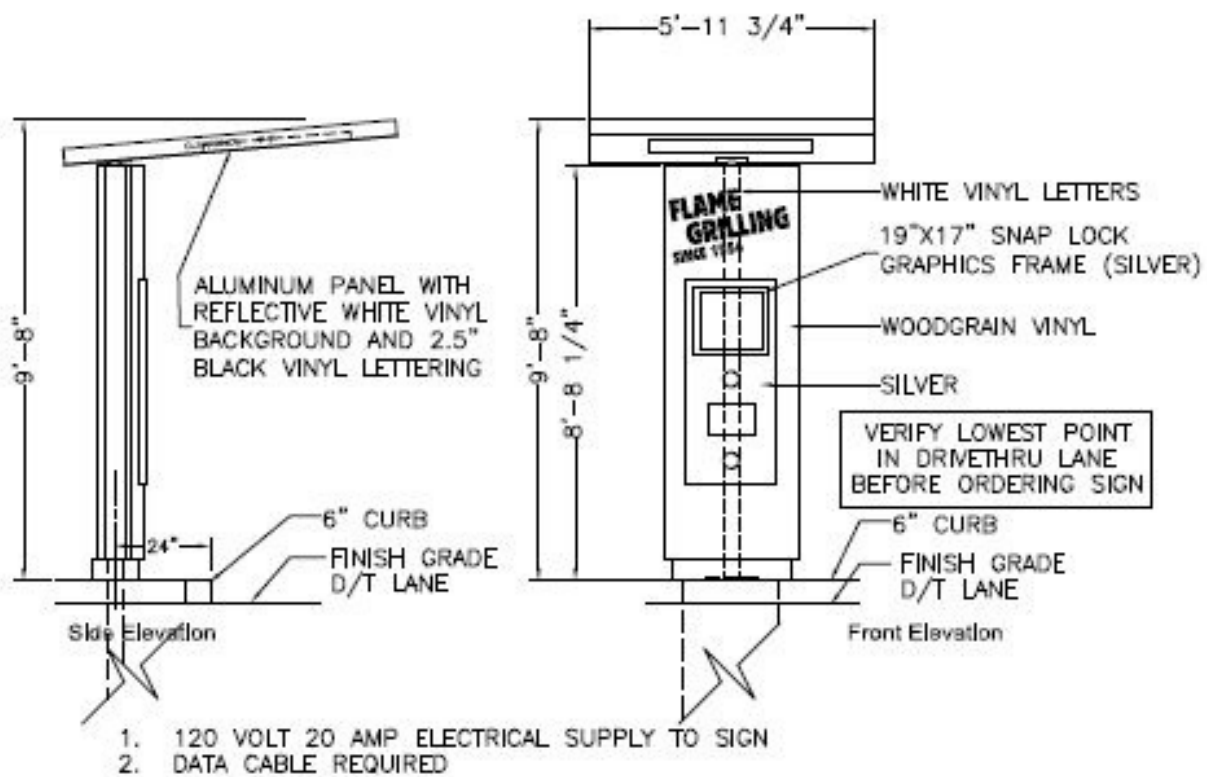
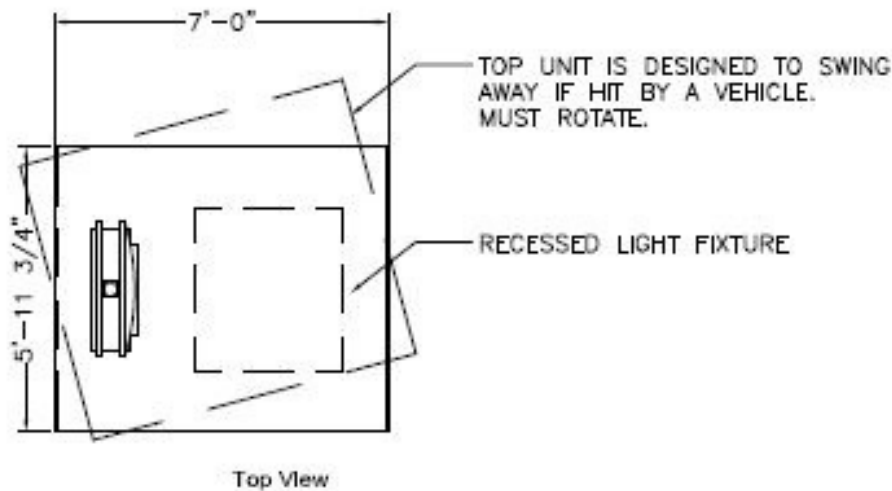
### MENUBOARD ELEVATIONS

SCALE: 3/8"=1'-0"



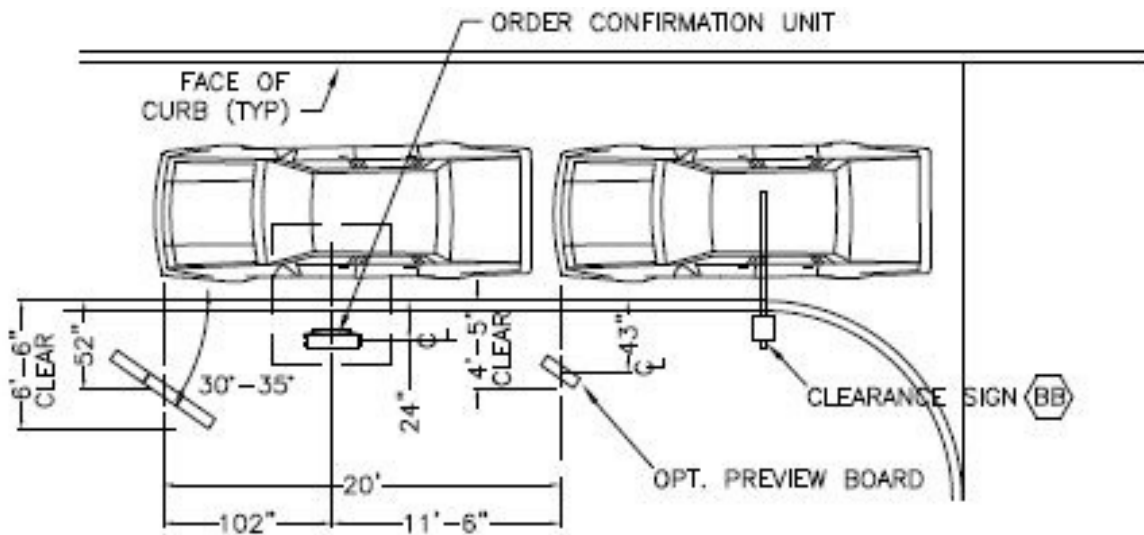
### OPTIONAL PREVIEW BOARD ELEVATIONS

SCALE: 3/8"=1'-0"



**NOTE:**  
SIGN STRUCTURAL FOUNDATION AS REQUIRED BY SITE CONDITIONS. DESIGN IS THE RESPONSIBILITY OF THE SUBCONTRACTOR.

**ORDER CONFIRMATION UNIT**  
SCALE: 1/4" = 1'-0"



## Preferred Layout

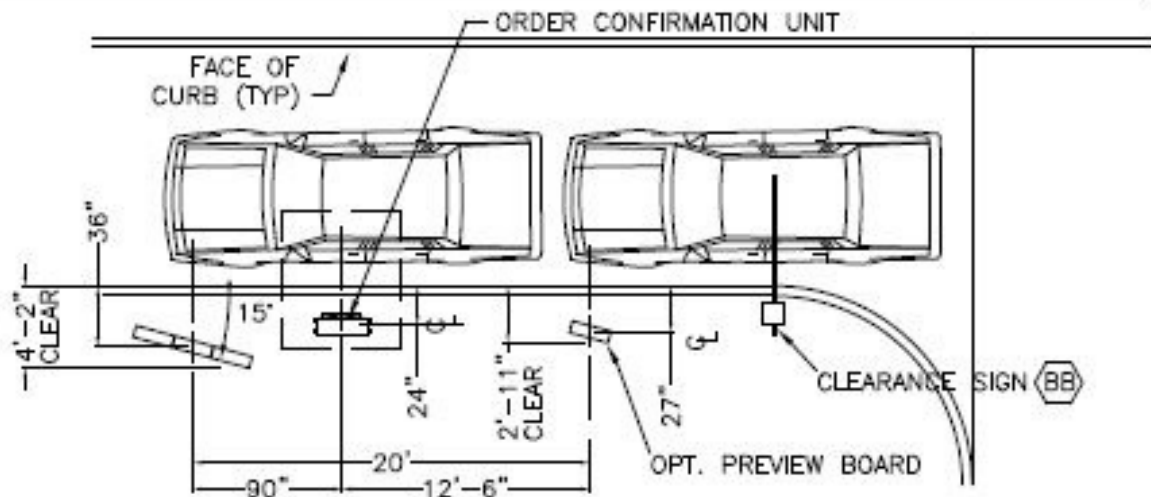
SCALE: 1" = 10'

NOTE THAT DIMENSIONS ARE CRITICAL.

**NOTE:** THE PREFERRED LAYOUT SHOULD BE USED WHENEVER SPACE ALLOWS. 30° ROTATION ANGLE SHOULD BE CONSIDERED OPTIMAL. ANGLES BETWEEN THE PREFERRED LAYOUT AND MINIMUM LAYOUT ARE ACCEPTABLE AS LONG AS:

- (1) THE DISTANCES FROM THE CENTERLINES OF THE SUPPORT POLES OF THE MENU BOARD AND PREVIEW BOARD TO THE FACE OF CURB ARE REDUCED BY 4" FOR EVERY 5 DEGREES OF ROTATION, AND;
- (2) THE DISTANCE FROM THE CENTERLINE OF THE ORDER CONFIRMATION UNIT AND THE CENTERLINE OF THE MENU BOARD IS REDUCED BY 3" FOR EVERY 5 DEGREES OF ROTATION.

THE CENTERLINE OF MENU BOARD TO CENTERLINE OF PREVIEW BOARD REMAINS AT 20'.



## Minimum Layout

SCALE: 1" = 10'

NOTE THAT DIMENSIONS ARE CRITICAL.

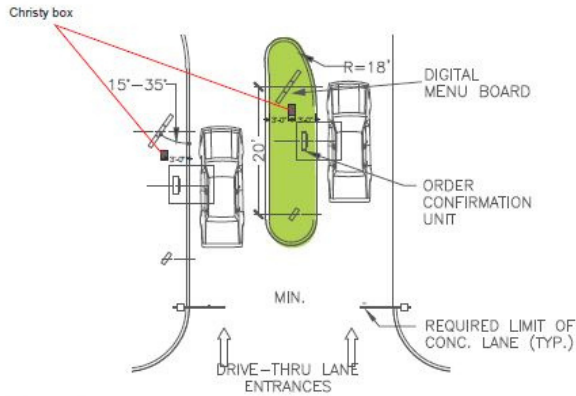
DRIVE-THRU ORDER STATION 2020 IMAGE

SCALE AS SHOWN

MARCH 22, 2018



# Christy Box



**SITE DETAIL**

"Christy box" location on order station

**NOTES**

**FIELD PREPARATION**

Prepare the excavation approximately 6" deeper than the overall height of the enclosure. The length and width of the excavation should be determined by adding 4" to 6" to the overall length and width of the box.

**INSTALLATION RECOMMENDATIONS**

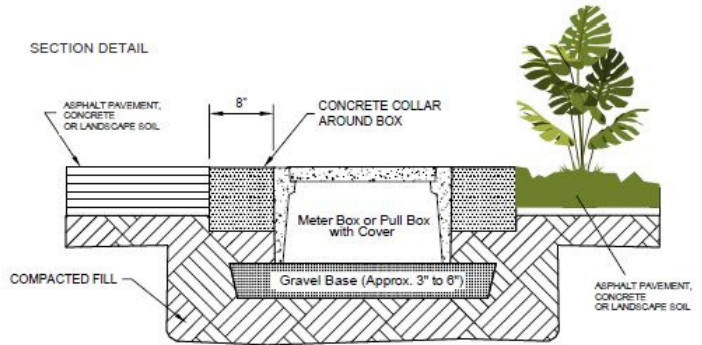
Placement of approximately 3" to 6" of compacted material such as sand or gravel is the recommended material because of its drainage characteristics. The compacted material should be leveled so the top of the box is flush to grade.

**BACKFILLING**

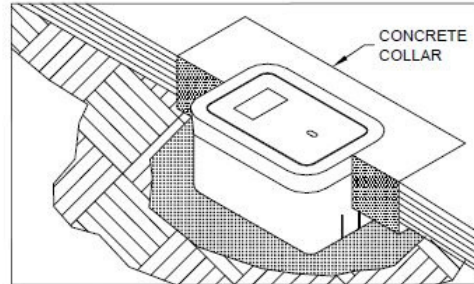
Place selected backfill into the excavation at 12" lifts and compact. The backfill should be discontinued approximately 3' below the finish grade. The final 5" of the excavation should be finished with concrete. This should be accomplished by providing a form around the enclosure that would produce a 8" wide collar (see sketch).

**QUIK-SPECIFICATION**

Underground Boxes and covers shall be concrete and have a pedestrian rated minimum vertical test load of 350 pounds per square foot. The concrete shall test to a minimum of 4500 psi compressive strength.



**ISOMETRIC VIEW DETAIL**



**Note:** Minimum concrete collar strength is 3,000 psi.  
Concrete collar highly recommended.

## Pre-installation Checklist

### Two Weeks Prior to Install

- Plan for uninstalling and disposal of old menu boards
- Install 2" conduit for Cat6 cables (Six Cat6 cables ran from network in office to each ODMB; optional to use switch at FZ discretion)
- Ensure that there is one port per enclosure available on network switch/modem/firewall
- Install conduit for electrical (Cat 6 and electrical should never be in same conduit)
- Power ran to enclosure location (Each enclosure needs to be its own 120V 20A dedicated electrical circuit)
- Schedule electrician to be onsite at time of install to make electrical connections

### One Week Prior to Install

- Set threaded rods/anchor bolts per bolt pattern provided (anchor bolts shipped to site prior to install)
- Pour concrete foundation
- Confirm POS install (new builds only)
- Confirm Outdoor DMB content and pricing on the portal (<https://bkc-stratacachedmb.com/>)

### 3 Days Prior to Install

- Confirm electrician has been scheduled to be on site for electrical connections
- Confirm concrete foundation has been completed with correct bolt pattern (pg. 14)
- Confirm electrical and Cat6 have been run through conduit out to each unit
- Alert restaurant managers that installation materials will arrive 1-3 business days prior to the confirmed install date
- Manager to inspect all boxes for damages and that all boxes are present before signing for delivery. Please contact LSI right away if there is any damaged equipment
- Confirm all items delivered and make arrangements to safely store the equipment until a technician is on site for install. The screens must be stored upright and side by side, screens stored flat on top of each other will cause damage and void the warranty

### Day of Install

- Electrician on-site to make necessary electrical connection on the unit(s), Authorized person onsite to confirm placement of board, verify accuracy of pricing/content and sign off on the install report
- Sprinkler system is turned off to avoid electrical safety issues

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# SUPPORT

## General Support

Technical support is provided by Stratacache 24/7 and is the first point of contact for any ODMB issues and concerns.

- Email: [support.bkc@stratacachedmb.com](mailto:support.bkc@stratacachedmb.com)
- Toll-free Phone: 877-338-7683, Option 1

## Media Player Activation (self-installers only)

Once the menu board and all media players are installed with connectivity, Stratacache will activate them with the restaurants updated content.

- 877-338-7683, Option 2

## Screen Replacement

- If a screen replacement is required, Stratacache support will dispatch a Samsung or LG service technician and coordinate arrival with the restaurant manager for Stratacache turnkey customers.
- Factory direct/self-installer customers are responsible for contacting Samsung or LG for screen replacement post Stratacache diagnosis. Samsung and LG will only dispatch for a replacement with a Stratacache support ticket.

## Firewall Support

*Netsurion*

- Netsurion Service Desk— [techsupport@netsurion.com](mailto:techsupport@netsurion.com) | 800-559-8157
- Netsurion Account Manager— Matt McCormick | [mmccormick@netsurion.com](mailto:mmccormick@netsurion.com) | 954-893-2472

*Nuarx*

- Nuarx Service Desk— [nuarxinc.com/support/](http://nuarxinc.com/support/) | 877-556-8279
- Nuarx Account Manager— Eric Weinkam | [weinkame@nuarxinc.com](mailto:weinkame@nuarxinc.com) | 469-605-7417

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## FAQ

### **Q: What hardware and software will Stratacache be providing Burger King Franchisees?**

A: Stratacache will be offering new media players, Model NG2, capable of controlling two screens with one device. Stratacache will also offer content management software running on each media players and the associated web and cloud service to manage content for the BURGER KING® system. Physical displays will continue to be offered by Samsung and LG.

### **Q: What is the cost difference to the existing ODMB solution?**

A: Stratacache's ODMB solution is currently being offered to the BURGER KING® system at a discount compared to Burger King's existing ODMB pricing. Please refer to the pricing details for each of Stratacache and Xenial as presented to the BURGER KING® Brand in the March 26th Webcast.

### **Q: What will happen to BURGER KING® restaurants that are currently operating with Xenial-managed ODMBs?**

A: Stratacache's proposal is to replace all BURGER KING® restaurants that currently have existing Xenial ODMB media players with Stratacache NG2 media players, installed with redundant screen control, at no upfront cost to the restaurant for restaurants with standard configurations (this may exclude restaurant-specific requirements, such as electrical work required to complete installation, or unique situations that require out of scope work for the Installer).

### **Q: Will Stratacache offer both turn-key installation and self-installation options?**

A: Yes, the BK® Tech team and RSI have negotiated and are prepared to award LSI a contract to perform the consolidation and turn-key installation of the Stratacache ODMB program for the BURGER KING® system. We also intend to allow BURGER KING® restaurants to self-install their Stratacache ODMBs with either LSI/Samsung or LG display solutions when ordering directly from LSI. Further details on ordering and the self-installation program will be communicated via the Gateway and BURGER KING® North America Webcast.

### **Q: What is the lead time for delivery?**

A: Please allow 4-6 weeks for delivery from date of payment or order confirmation.

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**Q: Does the ODMB solution come with speakers?**

A: No, the current ODMB does not come with a microphone and/or speaker at this time. You will need to purchase a separate OCU Tower with a speaker post for this functionality.

**Q: What am I responsible for prior to install?**

A: The vendor of choice will provide you with a pre-installation checklist for you to complete prior to install that identifies site work and IT requirements.

**Q: Does my electrician need to be present for the installation?**

A: Yes, installers will not make any adjustments to power and must be configured by a certified electrician.

**Q: Does an ODMB require a forklift to be installed?**

A: No, all ODMBs from Samsung and LG are delivered in boxes and have been designed for assembly on site and ease of installation.

**Q: What is the warranty for this equipment?**

A: All ODMBs are equipped with a 5-year white glove warranty which replaces broken screens within 24 hours of Samsung or LG receiving a service call (call must be placed by 5pm EST). LG customers are required to replace each screen's filter every 2 years at an additional cost (\$68.15 per filter) to maintain warranty coverage.

**Q: Does the warranty cover vandalism?**

A: No, warranty does not cover vandalism but all ODMBs are designed with tempered glass to defend against high impact.

**Q: Can media players be moved from one restaurant to another?**

A: No, media players are staged per location. Thus, they should only be installed at the site they were purchased for. If the media players are moved to another location, it will result in provisioning and content issues.



# Appendix