



# DIGITAL DISPLAY SOLUTIONS

IMPLEMENTATION • CONTENT DEVELOPMENT • CONTENT MANAGEMENT



**REMOTE  
MENU PORTAL  
ACCESS**

## OVERVIEW

Headquartered in Greater Cincinnati Ohio, LSI is a publicly held company traded on the NASDAQ stock exchange under the symbol LYTS. With production facilities throughout OH, KY, TX and NC, the company manufactures commercial-grade lighting, cutting-edge graphic services, as well as digital displays.

LSI's retail solutions include advanced graphics and image production, digital signage and support, and technically advanced food displays for strategic vertical markets. LSI's team of specialists also provide comprehensive project management in support of large-scale product rollouts.

Our commercial lighting group consists of high-performance, American-made lighting products and control systems. The company's strength in outdoor lighting applications coupled with an extensive portfolio of indoor lighting options allows LSI to offer a variety of needs to our valued customers.

## DIFFERENTIATION

LSI is a one-stop-source serving up QSR solutions for almost 40 years. By blending innovative technology, design, and manufacturing, we deliver custom menu board and drive-thru components, graphic products and high-quality, energy-efficient lighting. In addition, LSI provides program management from concept to installation including pre-and post-sales support.

With expertise in both large-scale and pop-up installations for traditional and non-traditional sites, LSI is uniquely qualified to install and support any QSR location.



# DIGITAL MENU BOARD SOLUTIONS

## QSR SOLUTIONS

Working with brands, the LSI QSR team listens to the customer's objectives, challenges and goals, then uses industry best bets and experience to problem solve and deliver custom solutions.

### Turn-key Services

- Digital menu boards & content management (DMB/CMS)
- Drive-thru solutions
- Program management & installation
- Department graphics & decor
- Refrigeration cases
- LED lighting

## DMB/CMS DIGITAL SOLUTIONS

### Commercial Grade Screens w/ SoC – System on a Chip

- SoC limits black screens associated with media player failures
- Cloud based system offers superior stability
- Lower cost installation due to less hardware & install time
- Content is pre-loaded & tested in LSI's Lab prior to shipping
- Once installed you turn them on and they are ready to go

### Digital Content – layout, design & development

- DMB menu strategy recommendations based on customer KPIs & DMB best practices
- DMB design and content creation

### Content Management Solutions

- Software deployment & customer portal developed
- Digital menu management - content changes, scheduling & daily management
- CMS portal access & training
- 24/7 Support via email & phone
- DMB/CMS remote access diagnostics



# MENU ASSET OPTIMIZATION



## DRIVE THRU SOLUTIONS

### Equipment Production

- Menu board enclosures, drive-thru canopies, clearance bars & speaker posts
- Architectural graphics, channel letters & LED lighting
- Drive-thru hardware engineered to meet custom specs
  - Manufactured by LSI Industries in the U.S.
- Approved manufacturer of LG & Samsung screen enclosures
- Floor Stock agreements for upfront savings & faster production

## PROGRAM MANAGEMENT & FRANCHISEE ASSISTANCE DURING INSTALLATION



## ADAPT: SUPERIOR PROGRAM MANAGEMENT & INSTALLATION



## DRIVE THRU COMPONENTS

### Franchisee Fulfillment Order Forms

- Custom online order form includes all products & services with dynamic pricing based on items selected
- Products/taxes/shipping estimation calculated online
- Receive PDF copy of the order with directions on next steps
- Dedicated LSI sales team member ready to assist
- Option for self-install or LSI managed install

### Order Management

- Process all incoming orders, checking for any inconsistency
- Manage all supplier's inventory availability and plan consolidated shipping to site
- Communication management to all stakeholders
- Follow up with unresponsive franchisees
- Auto notification when order is placed & milestones reached

### Pro-active Reporting

- Tracking franchisee progress - orders, deliveries, payments
- Inventory planning
- Monitoring activity to ensure deadlines are met
- Identifying potential delays with inventory, install, etc. & adjusting to meet schedule

### Installation Services

- Experienced in both traditional and non-traditional sites
- Provide franchises with site readiness info & what to expect
- Conduct site readiness survey before install technician goes to site
- Product delivery consolidation & coordination
- Professional network of technicians available to save franchisee time & money, ensuring installation consistency & work quality
- Installation & digital screen commissioning

## DEPARTMENT GRAPHICS & DISPLAY CASES

### Design Translation, Value Engineering, Printing & Fabrication

- Architectural signs
- Floor, wall, and window graphics
  - Outdoor signs and displays
    - Menu boards
- Refrigerated cases



## LED LIGHTING

- Site lighting
- Area, landscape and flood
- Canopy and wall mounts
- Controls

## ADDED VALUE

LSI is an extension of your team providing the talent and experience needed to get your project done. Historically, it's the last 5% before project completion that causes the most angst. LSI understands and excels on the itemized details and our ability to close them out and report with little to no noise for the stakeholder. Services can be a-la-carte or bundled to achieve discounts and superior support for franchisees with fewer suppliers and shipments to manage.

### LSI offers turn-key solutions

- Manage fewer suppliers - one call instead of many
- Bundle services or projects for cost efficiencies
- Consolidated shipping to eliminate staggered deliveries & storage issues

### Quality control

- In house production allows for quality control management, & production planning
- Speed to market - faster turnaround time
- Cost savings - multiple product offering & consolidated shipping

### Full team all in one place means better support & faster resolution

- Project managers, estimators, engineers, print production & assembly
- Redundancy between our multiple U.S. based facilities
- Dedicated team of QSR experts in managing large scale roll outs & expedited openings
- Engaged partners to help identify & collaborate on challenges/opportunities

### Warranty coordination - 5 year connected care

- LSI coordinates all warranty issues
- Coordinate removal of defective unit
- Install & connection of new screen

### Site Management experience

- Both traditional & non-traditional QSR concept experience including U.S. & International locations.

