



Digital signage has proven itself as a cost-effective and an innovative way for bars and restaurants to improve the customer experience and bottom-line. More and more bars and restaurants across the U.S. are embracing digital signage as the technology evolves, making it both more affordable and user-friendly than ever!

Dynamic. Unlike traditional menus and printed marketing collateral, digital signage offers an easy way to keep customers aware of new menu items, specials, events, etc. which might otherwise be difficult to share with patrons on the fly.

Easy to use and manage. MediaVision digital signage solutions are easy to deploy and use cloud-based technology, allowing for content, images and video to be created and managed remotely, anywhere, anytime.

Versatile. Digital signage can be used as a dynamic digital menu board in a quick-service restaurant or to entertain guests in a casual dining establishment as they wait for their table or for their food to arrive. It can be used to greet customers as they arrive with relevant information (such as estimated wait time) or engage them as they dine or exit the restaurant with a call to action, for example to join your email club.



Interactive. MediaVision Solutions digital signage lets bars and restaurants get more engaged with their customers. Interactive does not mean just a touch screen. For instance, our signs can integrate with your social media accounts or, using our partner geo-location website, their cell phones so that they can take a coupon with them.

Visual. People eat and drink with their eyes. By displaying appealing visuals, such as a delicious new menu item or popular cocktails, bars and restaurants are more likely to increase sales.

Greener Alternative to Paper. Going digital helps bars and restaurants reduce their environmental footprint by reducing the need for printing and paper consumption. It also promotes a "connected" brand.

Improves Consistency of Marketing Messages and Standards. In multi-unit businesses, digital signage provides an efficient way to display universal marketing messages across different locations.



Motivates and Recognizes Staff. Because digital signage messaging is so dynamic, it can serve as an excellent way to motivate and recognize employees for their accomplishments, i.e. showcasing the "employee of the month" throughout the entire establishment.

Cross-Promotional and Advertising Vehicle. Bars and restaurants can utilize digital signage to support other local businesses while creating an additional revenue stream through rotating ad placements on behalf of those complementary advertising partners.