Digital Menu Boards Overview



Version: January 2013

Program Overview

Digital Menu Boards, or "DMBs," use 'best of breed' technology, software and creative digital design to enhance the guest experience through eye catching product images and video. DMB's differentiate us from the competition, help drive profitable comparative restaurant sales, and solve for the ever changing retail environment. Integration with Radiant POS reduces labor and eliminates the potential of pricing discrepancies.

Franchisee Equipment & Installation*

Equipment & installation requirements include (but are not limited to):

- Digital Menu Boards, media players and physical installation
  - 4 LCD commercial-grade Dunkin' Brands approved 46" screens with 5 year warranty
  - Dunkin' Brands approved media players with 5 year warranty, and network switch
  - Connectivity hardware, and soffit mounting by Dunkin' Brands approved vendor <Texas Digital Systems>
- Site Survey completed by authorized Texas Digital Systems representative
  - Validates site configurations, high speed connections and documents all required preparation work
- Site Preparation coordinated and managed by Texas Digital Systems
  - Electrical wiring to required specifications (if needed)
    - Wiring from Managers' office to menu board soffit
  - Internal Connectivity to required specifications (if needed)
    - Low voltage network cabling from Manager's office to menu board soffit
- Local permit fees, as necessary per jurisdiction
- Soffit construction and/or repair after installation (related to removal of static menu boards)
- Lighting work (if needed)
- Tax on purchase, and shipping charges
  - Shipping invoiced at actual costs
  - Taxes invoiced per local sales tax
- Software licensing & hosting
  - 24 x 7 x 365 support
  - Automatic content hosting, deployment and scheduling
  - Software licensing

*Note: Costs related to the above requirements will vary depending on the type of installation (New, Remodel, Opt-in), as well as electrical and/or connectivity and construction work required.

DMB installations are scheduled to begin during normal operating hours at a time agreed to by the Franchisee and the installer to ensure minimal business interruption (between 10am to 2pm, local time). Installations require approximately 2-4 hours to complete. Off-hours installation requests (Installs scheduled to begin after 2pm) can be accommodated for an additional Off-hour installation fee.

A reschedule fee may also be assessed by Texas Digital for any rescheduling of an installation date within 48 hours of the scheduled date.

Roles & Responsibilities

It is the role of the Restaurant Manager or Authorized Store Contact to ensure all restaurant standards are maintained and food, employee, and guest safety are the **priority**. The restaurant team is responsible for guiding all work being done on the premises to ensure that the guest experience is not impacted.

Access to the Manager's office **must** be made available during both the Site Survey and Site Preparation visits, along with the DMB installation. The Restaurant Manager or Authorized Store Contact must be present during the DMB installation to verify and potentially update any prices.

Each restaurant may schedule up to three visits with Texas Digital (Site Survey, Site Preparation and DMB Installation). All visits should be scheduled during non-peak business hours to ensure minimal disruptions to guests. During the Site Survey visit, a Texas Digital representative will outline the process for the installation, and confirm whether your restaurant requires electrical and/or low voltage preparation. Texas Digital will provide plastic covering for the bakery case during the Site Survey, Site Preparation and the DMB Installation, as well as remove all trash and large debris.

For continuity and full understanding of the process, it is recommended the same employee (Restaurant Manager or Authorized Store Contact) is present for all visits and for installation.

Food Safety Standards

Food Safety – Operating during times of construction

Dunkin' Brands Food Safety Standards must be ensured during any construction and/or installation work including electrical, structural, and survey work. When working in the service area, every precaution must be taken in order not to contaminate food, beverages, food/beverage production equipment, smallwares and food contact surfaces. It is the responsibility of the restaurant as well as any contractors to ensure that the safety of the Dunkin' Brands guest is always the first priority.

Installers/Contractors

When conducting work within our restaurants, extra caution must take place especially when the restaurant is in operation and serving guests. The cleanliness and personal hygiene habits of everyone are extremely important. If hands are not clean, then the risk of contaminating food and food contact surfaces may be possible. Additionally, all workers within the restaurant environment must be free of any illnesses or symptoms that could easily spread to the guest or the restaurant's crew members.

While working within the food preparation and service areas of the restaurant it is required that all workers regularly wash your hands as they may be coming into contact with food contact surfaces, each restaurant has multiple hand wash stations and proper hand washing procedures are posted at each station. When working overhead where dust, debris and construction material may fall, all exposed food products and food contact surfaces must be properly protected or removed from the area that is being worked upon (example - bakery cases, sandwich stations, exposed packaging, etc.), this will ensure that those products do not become contaminated.

Restaurants

It is your responsibility to always manage your Food Safety System within the restaurant. You must maintain all the appropriate systems to enable safe operations while you serve your guests. Be sure to speak with your Site Surveyor in advance to understand the work that is about to be completed and how it might impact your operation. While the work is being completed you should take precautions when removing items from the bakery case or other areas that may have been covered during construction. Remove items from the covered areas in a manner that will not contaminate the products when moving the protective layer. Also, while the work is being completed you should be assessing all aspects of the construction/installation process to ensure that it complies with the minimum Dunkin' Brands Food Safety Standards.

Once construction/installation work is complete you must wash, rinse and sanitize all areas of the restaurant that have been exposed during the contractor's activities. This includes but is not limited to the;

- Bakery case & baskets
- Service counters
- Beverage equipment
- Coolatta spindle & steam wand
- Sandwich station & cutting board
- Smallwares (pitchers, spoons, knives, etc.)
- Walls & floors
- All other areas where work was performed

If at any time questions arise during the planning, construction and/or installation at the restaurant the Food Safety System Manual should be used as a reference document. In the event that questions are not addressed within the manual please contact the Store Incident & Quality HELPline at 1-800-444-1890 and all unanswered questions will be escalated to the Food Safety Team.

Automated Pricing

Digital Menu Boards work in conjunction with the Radiant POS system to update pricing. Upon installation, all currently programmed pricing will automatically update to the Digital Menu Board. NEW variations of combos may not be reflected on the DMB due to the new configuration of day parts, and these new variations of combos will require pricing.

A large change to the existing menu boards is in the configuration of combo offerings and associated day parts.

Digital Menu Board restaurants MUST be priced independently of restaurants with static menu boards to ensure that all auto-combos are represented. The procedures of Network Level Pricing (also known as "Above Store Pricing") or Copy PC Pricing can still be utilized; however, be aware of the differences between static and digital menus and the need to price digital menu items appropriately.

Highlighted below are the most common errors observed with DMB pricing:

- $20.00 retail is reflected on the Digital Menu Board
  Reason - The auto-combo is not priced in the system

- No retail is reflected on the Digital Menu Board
  Reason - Auto-combo has been deactivated

In both the above scenarios, all auto-combo prices will ring a-la carte. In order to ensure that all prices are verified and potentially updated, the Restaurant Manager or Authorized Store Contact must be present during the DMB installation.

Prices are updated through the existing Radiant workflows. Upon completion of either an Items & Price Download, or a Full Download, the DMB will be updated to match the POS system. Refer to the attached Quick Reference Guide for specifics.

Note - Drive Thru locations will receive combo gels to be placed on the exterior menu board to mirror the offerings of the interior Digital Menu Board, as part of their regular Marketing Window Readiness Kit.

The following page details many of the pre and post installation processes, including franchisee roles & responsibilities, along with a DMB Quick Reference Guide.

Pre-Installation

- ☐ Sign and complete Digital Menu Board Order Quote Form provided by vendor
- ☐ Verify a second high speed connection (internet) is present, or site is operating on MNS Network cable solution from National DCP (or will be on MNS cable within 30 days)
- ☐ Schedule Site Survey Visit through Texas Digital (1-800-693-2628 for questions)
    - Complete Site Readiness Restaurant Manager Checklist provided during visit
- ☐ Complete payment election form process via the National DCP
- ☐ Schedule Site Preparation Visit through Texas Digital Systems
    - Electrical wiring and/or Low Voltage cabling, as needed for your restaurant
- ☐ Schedule DMB installation date and time through Texas Digital Systems

Installation

- ☐ Schedule Restaurant Manager or Authorized Store Contact to be present
- ☐ Maintain food safety, employee safety, guest service, and restaurant cleanliness at all times
- ☐ Verify that the bakery case is correctly covered to protect the product from potential food safety hazards
- ☐ Ensure all monies are secured in the restaurant
- ☐ Observe and shadow the technician in all areas of the restaurant
- ☐ Sign-off on the Installation Sign-off provided to Manager or Store Contact at installation
    - Form must be completed PRIOR to the installer leaving the restaurant

Post-Installation

- ☐ Verify and update any necessary pricing on the DMB
    - Contact Texas Digital Systems for assistance, if needed
- ☐ Clean any remaining dust and debris from behind the counter
- ☐ Review DMB remote control usage and storage with restaurant team (Refer to the Quick Reference Guide for specifics)