

Drive Sales... Go Digital!



Advanced technology inspires advanced sales! Scala, creator of the world's leading digital signage, provides theatre owners with futuristic, functional and feature-packed digital menu boards.



Digital Menu Boards Offer Flexibility to Drive Sales

Pepsi has partnered with Kodak and Scala to provide theatre owners with the latest in technology for digital menu boards. Featuring 40" 16x9 wide screen LCD displays, these new hi-tech menu boards are automatically refreshed over the Internet or via satellite to match current promotional materials to drive sales. The system also has the ability to adapt the menu automatically at different times of the day, and feature different menu items or pricing based on demographics of the customers that day, that week, or that hour.

Local branding of the new digital menu boards is an option as well as local control over the pricing via a easy to use interface.

Use a 40-inch LCD display to attract moviegoers, customize your menu and inspire increased sales!

- Animated graphics promote up selling of bundles and new menu items
- Increase concession revenue per customer
- Adapt your menu offerings automatically at different times of the day
- Customize demographic-based menu items or pricing
- Theatre branding availability
- Control pricing via an easy-to-use interface
- Scala's InfoChannel software offers field-proven 24/7 stability and scalability
- Proven profitable in thousands of locations around the world



Theater owners interested in the Digital Gateway Alliance can request more information by contacting Frank Alvy, Frank@idsmenus.com

For additional information or to contact IDS Menus, please visit our website at <http://www.idsmenus.com>

IDS Menus is a Certified Scala Partner