



Increase sales and drive engagement with digital menu boards and EngagePHD™

Converting your menus to digital not only saves you time, but has also been shown to increase sales by up to 28%.

Digital menus boards can quickly transform the customer experience of any quick serve environment. With digital signage you now have endless ways to communicate with your guests. Create engaging experiences that draw in more customers and speed up the ordering process by highlighting your best sellers.

The presence of digital signage will help simplify many of the difficult tasks that come

with running a successful QSR. EngagePHD integrates directly with your point of sale software to make managing your products across multiple platforms a breeze.

Because it's all digital, you're always in control. If something's not working, you can quickly change it without the expense of having to reprint costly static menus.

Whether you plan to manage a single menu or hundreds across multiple locations. Ping HD can help plan, design and integrate the perfect solution for your needs.



EngagePHD digital signage software is a simple, easy to use content management system designed to manage menu boards with ease.

Digital menu boards are our heritage and without question a digital signage application that we excel in.

We've been deploying digital menu boards since 2007. Over the years we've embraced technology and listened to our customers to ensure that we're delivering the features and functionality that are required and that solve real world operational challenges of quick serve restaurants.

EngagePHD is one piece of the puzzle, hardware is the other. With so many digital signage CMS choices available, we've made sure that EngagePHD™ is hardware agnostic. We support multiple platforms that can be categorized into two groups;

Group 1, where screens already exist and there is a need to refresh the hardware and/or software provider.

Group 2, where we have a brand new installation and screens are yet to be purchased.

Where external media players are required, EngagePHD™ is supported on BrightSign, Windows and Android.

For situations where new screens need to be purchased, then LG webOS and Samsung Smart Signage Platform (SSP) System-on-a-Chip (SoC) enabled commercial displays provide a robust screen solution where EngagePHD™ runs natively on those screens without the need for any other hardware. In addition, Panasonic, Philips and Sharp all have a SoC solution that run our EngagePHD™ Android application.



With thousands of global endpoints, EngagePHD is trusted by hundreds of recognizable brands.



So many features that managing digital menu boards with EngagePHD is a breeze!

- **All-In-One Screen Solution:** No need for any external media players or edge servers which significantly reduces the cost of the solution and reduces potential failure points for a more robust platform.
- **Locations:** This powerful feature plays a pivotal role in efficiently managing multi-site/multi-country digital menu board networks with minimal man hours. The premise of this feature is to have as few 'versions' of digital menu board layouts as possible that act master templates, where each screen will then dynamically populate the layout with the appropriate pricing, specials and limited time offers for that site, franchisee, region etc... This also supports dynamic currency symbol changes for multinational organizations.
- **POS Integration:** EngagePHD™ is currently integrated with over 20 Point of Sale systems. If you are using a POS system that we've not integrated with, we will look at the feasibility of providing integration, usually at no to minimal cost.
- **Built in Product Database:** With all the fields for all the nutritional information available as default, digital menu board layouts can dynamically reference any default fields with in the product record or make use of an unlimited number of custom attribute fields. Change the data in the product record and the menu will instantly update. Note: these fields are automatically updated where PoS integration is set.
- **Dayparting:** Allows instant clean switches between meal period menus, e.g. from Breakfast to Lunch.
- **Cyclical Menu Support:** For those that have cycle based menus, product items can dynamically change by day and by meal period. Cycles can be set to be any duration e.g. every 4 weeks, with different products on different days for different meal periods.
- **Network Monitoring:** Comprehensive network monitoring and email alert tools allow you to be aware of any potential issues as soon as they happen.
- **Interrupts:** Trigger manually or by schedule an unlimited number of pre-canned interrupt based content such as 'Limited Time Offers' for multiscreen content take over, training/staff communication, emergency notifications etc...
- **Social Media Integration:** Easy to show blended, moderated social media content from Twitter, Facebook and Instagram.
- **Global Screen Control:** Turn all your displays off/on from your smart phone on demand. Pull back screen shots from specific or all displays.



Manage any screen at any location from anywhere!



We integrate seamlessly with many popular point of sale (POS) software

