



## **DT Research & Hilton Digital Offer Digital Menu Board Solution to Help Restaurants Comply with Looming FDA Menu Labeling Act**

***Unique DMB System Publishes Nutritional Updates Instantly at Multiple Locations with Flexibility to Display Local Promotions***

**LAS VEGAS, Digital Signage Expo 2017, March 29, 2017** – [DT Research](#), the leading designer and manufacturer of purpose-built computing solutions for vertical markets, and [Hilton Digital](#), a Hilton Displays company, today announced a Digital Menu Board (DMB) solution that eases compliance with the upcoming U.S. Food and Drug Administration’s Menu Labeling Act by enabling centralized publishing of menu content and nutritional information that can be scheduled and displayed instantly at multiple locations.

The Digital Menu Board solution will be showcased in the DT Research Booth 348 at the [Digital Signage Expo 2017](#) in Las Vegas from March 29th-30th. Booth attendees can stop by to see how leading restaurants are using the DT Research – Hilton Digital solution to centrally update menu items, track sales promotions and enhance their customers’ experience.

The [U.S. Food and Drug Administration’s \(FDA\) Menu Labeling Requirement Act](#) set to go into effect on May 5, 2017 requires any food service operation with 20 or more locations to have calorie counts and other nutritional information included in their menus. As restaurants and other food service establishments prepare to comply with the new requirement, the DT Research - Hilton Digital DMB solution streamlines menu item changes through content management software that is integrated with the store system.

“We strive to design rugged and secure multi-output media players that continue to meet the evolving needs of quick service and fast casual restaurants” said Daw Tsai Sc.D., president of DT Research. “Our solution simplifies the processes necessary to comply with the upcoming FDA Menu Labeling requirement, while simultaneously giving businesses the ability to engage with their customers through timed specials and local promotions displayed on dynamic high-definition screens.”

The DT Research – Hilton Digital DMB solution enables restaurants, concession venues and other QSR and fast casual establishments to easily publish updated menu board items, nutritional information, images and videos consistently across all locations, while having the flexibility to display localized or seasonal promotions on a panel or zone of the multi-screen display.

Hilton Digital offers its customers free digital signage hosting as a way to offset the initial cost of transitioning to a digital system and simplifies the ongoing maintenance for small and medium size businesses.

“Beyond helping restaurants adhere to the new FDA requirement, our turnkey Digital Menu Boards offer a powerful way to enhance customer experience and track sales uplift through integration with store systems,” said Andy Fischer, General Manager at Hilton Digital. “We’ve seen many restaurants quickly realize a ROI, while providing their guests a vastly improved customer experience, and dramatically reducing print costs.”

The turn-key Digital Menu Board solution is comprised of rugged and compact media players provided by DT Research, commercial displays, mounts, cabling and nationwide installation. In addition, an enterprise license to the WebDT Content Manager (WCM) 6 Pro software is included, enabling intuitive menu board design, publishing and extensive device management capabilities.

**MA Series Multi Screen Appliances**

DT Research [MA Multi Screen Appliances](#) enable rapid deployment of multiple screen digital menu boards. The compact, rugged design of the embedded system players have 2-7 HDMI outputs for up to seven 1080p displays and are ideal for installations in environments that require highly durable electronics such as restaurants, retail, concessions, sports and entertainment venues.

### **WebDT Content Management Software**

The WebDT Content Management software is browser-based with an intuitive graphical user interface that powers remote content and hardware management. Users can power remote shutdowns, reboots and wakeups for each signage appliance.

### **Menu Board Editor**

The Digital Menu Board HTML5 Editor functionality provides a simple way to connect with a database to display item information easily layered along with multimedia files. The editor supports MySQL, Oracle, Microsoft SQL Server, PostgreSQL and remote CSV files. The menu board also can be customized with a 3rd party Web API to leverage an existing POS (Point-of-Sale) system.

### **Menu Board Advertising**

Digital Menu Board owners can run complementary advertising and promotional content provided by 3rd party vendors. Proof-of-play reports can be generated from within WebDT Content Manager and exported via CSV format for advertising accounting purposes. Restaurants can schedule promotions and advertisements that are tracked to sales at time that the advertisement played to measure impact.

### **Availability**

The DT Research - Hilton Digital menu board solution is immediately available. For more information, visit [http://www.signage.dtri.com/products/Multi\\_Screen\\_Appliance.html](http://www.signage.dtri.com/products/Multi_Screen_Appliance.html) or <http://hdsignage.com>.

### **About Hilton Digital**

Hilton Digital, Inc., a Hilton Displays company, is a digital signage systems integrator and custom fabricator focused on retail, hospitality, and public display verticals. Hilton Digital works with leading brands to help them deliver consistent and impactful messaging to their audience through digital signage, interactive displays, video walls and digital menu boards. Since 1981, Hilton Displays has delivered custom branding and signage solutions to leading brands like Starbucks, Wal-Mart, Wells Fargo, Dunkin' Donuts, Applebee's and many others. Hilton Digital and Hilton Displays are based in Greenville, SC, with offices located throughout the U.S.

### **About DT Research**

DT Research™, is an early Mobile Tablet pioneer and leading designer and manufacturer of purpose-built computing systems for vertical markets. The company delivers the world's most comprehensive line of Rugged and Industrial-grade Tablets, Mobile POS Tablets, Digital Signage Systems and Medical Computing Solutions. DT Research products are uniquely designed with customizable built-in options and are assembled in California, providing customers with rapid time-to-market solutions. The DT Research family of products are based on embedded computing platforms that power secure, reliable and cost-effective computing. DT Research systems offer computing mobility within industrial and harsh environments through durable solutions with wireless connectivity, high-quality touch displays, and Windows® operating systems. More than 200 organizations across the globe rely on DT Research solutions in industries such as government, healthcare, hospitality, logistics, military, retail and warehousing. DT Research is headquartered in Silicon Valley, California with offices in China and Taiwan. For more information, visit [www.dtresearch.com](http://www.dtresearch.com) or follow @dtresearch, #MobileTablets and #RuggedTablets.

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