

Royale Franchising begins deployment of a Navori based Digital Signage System in their fast food restaurants

Royale Franchising is a fast food restaurant operator that specialises in Italian fare. With 40 franchised outlets and a growth rate of 10 new locations per year, Royale Franchising is one of France's top fast food restaurant operator.

Their most recent concept called "eat'aliano by La Royale" combines a take out counter, a fast-food service counter and a more traditional sit-down area where customers can relax and enjoy their meal.



The company decided to invest in digital signage as a means to increase revenue and provide customers with a more modern dining experience.

In the initial rollout phase, 4 outlets were equipped with digital signs to promote products, daily specials and show a list of menu options. Based on the results of the initial installations, Royal Franchising is expected to continue to grow their signage network across their restaurant chain in the next few months as more locations come on line.



The company looked at several Digital Signage products but eventually decided to go with the Navori self-hosted solution based on several key factors. They selected Navori because of its ease of use, it's reliability and compatibility with all current popular multimedia formats.

Information on Royale Franchising can be found online at www.rofra.fr.

To find out more about the Navori digital signage software platform, please visit the Navori web site at www.navori.com or contact our head office directly:

NAVORI SA

World Trade Center
Avenue Gratta Paille 2
CH-1000 Lausanne
Switzerland
Phone: +41 21 641 19 60
Fax: +41 21 641 19 61