

Navori Powering One Of Canada's Largest Digital Menu-Board Rollouts

Calgary-based E Display using Navori's precise, powerful and friendly software to drive sales and improve messaging on menu screens in fast-growing OPA! Souvlaki chain

CALGARY, ALBERTA – Turnkey solutions provider E Display is using Navori's digital signage software suite to roll out what has quickly become one of Canada's largest QSR digital menu-board deployments.

Almost 200 screens in the Greek-flavored OPA! Souvlaki fast food chain are now using a digitally-driven menu-board platform to significantly lift sales of promoted items and steadily cycle through the QSR's menu features and promotions with minimal cost or effort.

Calgary-based [E Display Inc.](#) has rolled out to the balance of existing OPA! locations across the country, and digital menu-boards – usually three per site - are part of the standard set-up for the new stores that are being added each month. E Display handles deployment and does all the content management for OPA!

The company started working with the chain in Sept. 2009, and after tests and trials with several Tier 1 software platforms, E Display settled on Navori for the full deployment.

“When we started our search for digital signage software, we ran into products that were not mature enough,” said E Display president Imran Khan. “If they offered most of the features we needed, they ended up being too expensive. The main selling point of Navori was how it offered a comprehensive product at a reasonable cost. We also liked how the Navori team was open to suggestions on enhancements and new features. Instead of resistance, we got enthusiasm.”

The food services firm doesn't speak specifically about sales impacts, but says his client and site operators have said promotions driven on screens see significant sales lifts. But the menu boards are also used to drive efficiency and lower costs. OPA! changes its promotions as often as three times per month, and converting to digital from analog sign systems has removed all the time, labor and costs of manual changes.

“Now we update their boards across Canada just using Navori Manager,” says Khan.

“E Display is an important client and partner for Navori because they're demonstrating success in a very hot sector for digital signage – QSRs,” says Jerome Moeri, Chairman of Navori International SA. “This is an area that will see explosive growth in the next two years, and E Display has done an excellent job of demonstrating the power, simplicity and value that Navori presents.”

The OPA! rollout is one of several in Canada for Navori, one of oldest and most successful software companies active in the fast-growing digital signage marketplace. Operating since 1998, Lausanne-based Navori has clients in 90 countries and more than 75,000 active players in the field. Its premise-based software is available in seven languages, and variations of Navori's platform powers everything from single screens to huge enterprise networks with hundreds or thousands of screens.

The official launch of Navori's new QL platform – short form for Quantum Leap - is set for Feb. 1-3 at the massive Integrated Systems Europe (ISE) show in Amsterdam. QL makes broadcast-quality HD video possible on entry-level PCs, and adds more power, precision and easily-used tools to the platform. Navori will be demonstrating QL and meeting customers, partners and resellers at booth #12E82.

Navori QL's North American launch will take place three weeks later at Digital Signage Expo in Las Vegas, Feb. 22-25, with a product demo and meeting area at booth 2028.

ABOUT NAVORI

Navori is one of the largest, most well-established and successful digital signage software publishers in the world, with more than 75,000 active installations in 90 countries. Navori develops solutions used for all types of screen-based communications, including retail, corporate communications, advertising networks, public space signage, wayfinding and the food/hospitality sector. Headquartered in Switzerland, privately-held Navori also has offices in North America, South America and Australia.

Learn more at www.navori.com

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ABOUT E DISPLAY

E Display Inc. is a full service provider of Digital Signage solutions in all vertical markets. E Display focuses on finding the right match between technology and affordability for its Clients. Whether the need is for a stand-alone unit or an enterprise-wide network, E Display helps each client intimately every step of the way from initial concept to a successful deployment and beyond. E Display Inc. is based in Calgary, in Canada, and provides services to clients all over North America.

Learn more at www.edisplayinc.com

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