BrightSign Unveils its XD Smart Menu Board

Written by Bob Snyder
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At the European Sign Expo, BrightSign will launch the **BrightSign XD Smart Menu Board**, an all-in-one, integrated digital menu board solution for fast food outlets, coffee shops and restaurants.

The BrightSign XD Smart Menu Board is simple and inexpensive to implement, and even easier to update with the free iPhone / iPad App.

Says Jeff Hastings, BrightSign's CEO. "By packing all the necessary components into an affordable, easy-to-implement solution, our new XD Smart Menu Board is the perfect solution for any restaurant that's resisted the urge to go digital due to the cost and complexity associated with other less-than-elegant or overly complicated digital menu board offerings."

XD Smart Menu Board is a package that includes everything a restaurant needs to easily convert to a digital menu board system, including:

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- Full HD, commercial-grade LG display, available in 42- or 47-inch configurations
- BrightSign XD digital signage media player professionally mounted on the display
- Free BrightSign App to easily make content updates via iPhone/iPad
- Content templates developed with HTML5 and tailored to the restaurant's brand

The BrightSign XD Smart Menu Board package is based on their new XD player, a solid-state digital signage media player with PC-class.

BrightSign is partnering with **Red Dot Digital Media** to offer customers templates that work seamlessly with the BrightSign App for menu updates, and are easily adapted to match the company's brand and restaurant motif. The restaurant simply supplies Red Dot with logos and other corporate ID assets and Red Dot creates a customised, branded menu system. Once deployed, the restaurant can update menu content via the BrightSign App on iPhone/iPad.

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