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Paavo's Pizza Middle East Digital Signage Menu Boards



Paavo's Pizza (Middle East), a US pizza brand, enhances in-store ordering process through digital signage menu boards powered by Digital Communication LLC (DigiComm).

DigiComm installed digital menu boards at different Paavo's Pizza (Middle East) quick service restaurants. 3 x LG screens with 3 x BrightSign media players were used. All content is managed remotely over the cloud using BrightSign Network.

The digital signage menu boards provide ease of menu changes from descriptions and images, to pricing. These also allow the business to display special offers and deals they have, and captivate people's attention, prompting them to purchase what are being sold. As for the part of the customers, these help them shorten the picking process as traditional ones can get overwhelming when one has to go through page by page of a menu.