



New Partnership Brings Cutting-Edge Technologies For Fast Food Chain

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Representatives of TJG Digital Signs, a California based indoor and outdoor digital signage company, are proud to announce their latest partnership with Honeybee Foods, a Philippines based fast food chain with 54 locations in the US, to bring cutting-edge modernization to their Jollibee and Chowking restaurants.

Jollibee and Chowking recently contracted with TJG Digital Signs to modernize their restaurant chain throughout the US by installing over 180 centrally-managed indoor digital menus with nearly 50 more to be installed throughout the summer. Jollibee believes the use of the digital menu boards will continue to embolden their core values of quality food, friendly and efficient service, and clean in-store environments.

TJG's CEO Tom Gullo says that, "The choice to utilize our centrally-managed digital menus allows for Jollibee and Chowking to control all pricing, times, images, animations, and menu items from one location and make changes nationwide in an instant."

In addition to the indoor digital menus, Jollibee has also contracted with TJG to install outdoor signage in the form of outdoor digital menu boards within their drive-thrus. These outdoor menu boards allow companies to

not only present their menu items and prices more clearly, utilizing animations and imagery to capture their buyers attention and guide patrons towards up-sells, but also allows a restaurant to display order confirmation information as well as live pictures of the person taking their order.

"Outdoor digital menus are the cutting edge in drive-thru service at the moment with big brand companies such as Starbucks beginning to implement them. The ability to centrally manage them, provide more personalized interaction with live video of the order taker, and even provide feeds of the interaction back to headquarters allows for even better customer management," says Gullo.

Jollibee is the largest fast food company in the Philippines, dominating the McDonald's chain in the Philippines by a 2:1 ratio. They have continued to have solid growth here in the United States since opening their first store in 1998 and are making the move to add technical upgrades in order to increase their market share.

When asked why they choose to work with TJJ Digital Signs, Nel Recano, Senior Project Manager for Jollibee had this to say, "As TJJ is our trusted digital partner, we take seriously their recommendations and through continued analysis and experience with them we see their products as a better value for Jollibee."

TJJ Digital Signs has been working exclusively within the digital signage space since 2006. Since then, they have been offering digital signage solutions ranging across the spectrum; LCD and LED digital building directories, outdoor digital signs, digital menus, and even LED mesh screens for nightclubs and bars. To learn more about the different technologies currently available on the market today, you can reach TJJ Digital Signs through their website at tjgdigitalsigns.com.

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For more information about TJJ Digital Signs, contact the company here: TJJ Digital Signs Tom Gullo (714) 282-1006 tom@tjgtechsigns.com 10012 Wildwood Way Villa Park, CA 92861

TJJ Digital Signs

TJJ Digital Signs is a leader in the centrally managed digital signage industry. They offer both outdoor digital signs and indoor digital signs, including digital menu boards, building directories, and LED mesh.

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