



## **FOR IMMEDIATE RELEASE**

### **Delphi Display Systems and Allure Global Solutions Partner to Deliver Integrated Outdoor Digital Menu Boards and Order Confirmation for Restaurants**

**ATLANTA (Jan. 28, 2009)** – Allure Global Solutions, Inc. today announced a partnership with Delphi Display Systems, Inc. to deliver integrated outdoor digital menu boards and order confirmation displays for the restaurant industry.

Allure Global's digital signage networks are designed to influence customer purchasing behavior and maximize restaurant revenues. The company can integrate its digital media offerings with industry-leading point-of-sale (POS) software to maximize efficiency and marketing effectiveness in restaurant environments. Its digital media content for drive-thru menu boards can be centrally managed along with in-store menu displays for a streamlined solution and a consistent look and feel.

Delphi Display Systems, Inc. is a leading manufacturer of ruggedized, sunlight-readable Liquid Crystal Display (LCD) technology for outdoor use. One of its primary solutions includes drive-thru order confirmation systems (OCS), which it provides for nationwide chains such as McDonald's, Jack-in-the-Box, Wendy's, Taco Bell, KFC, Carl Jr. and Hardee's. The partnership with Allure Global will deliver integrated digital media content on Delphi Display Systems' Quick Service Restaurant (QSR) solutions.

"Digital signage is proven to be more effective than static signage in driving QSR sales," said Ken Neeld, President and CEO for Delphi Display Systems. "Our partnership with Allure Global will play on the strengths of both companies to bring high-quality, reliable digital media to restaurants that helps showcase new menu items, special promotions and most importantly, ensures the accuracy of the customer order."

According to Delphi Display Systems, errors in the drive-thru can hurt profits and leave a bad impression with customers. Delphi Order Confirmation System (OCS) Displays help customers confirm what they order and provide a running total of the order. From a restaurant perspective, this enables customers to know how much (more) they can spend. They are typically positioned near the menu board to be viewed as part of the ordering process. The Delphi OCS Display can also be used to display graphics of new or promoted items to customers positioned at the critical purchase point. Allure Global's digital media content solutions will be offered in partnership with Delphi Display Systems, including:

**Digital Menu Boards and Order Confirmation System Displays**—designed to help restaurant operators increase sales, reduce merchandising costs and increase guest awareness. Allure Global's flexible components enable the use of motion-graphic marketing messages, all managed through a central server. Menu board and OCS Display content can be integrated with an existing POS system.

**Digital Product Merchandisers**—enhances retail merchandising, marketing, spot promotions and advertising with high-impact motion graphics. The Allure Global solution helps increase sales and reduces operating expenses with a completely Web-based application and POS integration.

"We are thrilled to offer a joint solution for digital media with an industry leader like Delphi Display Systems," said Craig K. Chapin, CEO of Allure Global Solutions. "Delphi's emphasis on customer

service and product reliability is complementary to Allure Global's focus on high-quality, enterprise digital signage technology. We believe this partnership will benefit restaurants by helping to drive revenues, streamline costs and enhance the customer experience."

**About Delphi Display Systems, Inc.**

Headquartered in Costa Mesa, CA., Delphi Display Systems designs and manufactures a wide variety of outdoor digital signage products serving the quick service restaurant (QSR), petroleum retail and other retail market verticals. Applications include drive-thru order confirmation, digital menu boards, gas pump top video displays, outdoor information kiosks and outdoor digital signage solutions for arenas, parks, stadiums and more. For more information about the company please visit them on the Web at [www.DelphiDisplays.com](http://www.DelphiDisplays.com) or call (800) 456-0060.

**About Allure Global Solutions, Inc.**

Allure Global Solutions, Inc. provides dynamic digital media solutions and comprehensive, flexible enterprise point-of-sale (POS) software. Headquartered in Atlanta, Allure Global's wide array of POS and digital media offerings are bolstering sales at theaters, restaurants, convenience stores, theme parks and retail spaces worldwide.

The company's mission is to create, deploy and support high-quality enterprise software solutions for cinema-specific point-of-sale systems, self-service kiosks, fountain display solutions, digital menu boards, digital merchandising screens and order confirmation displays. Please visit [www.allureglobal.com](http://www.allureglobal.com) for more information, or call (770) 951-0000.

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