



FOR IMMEDIATE RELEASE

Subway Franchisee Increases Sales after installing a Delphi Drive-Thru Order Confirmation System

Costa Mesa, CA – May 16, 2010 – Delphi Display Systems, Inc. announced today that it installed a drive-thru Order Confirmation System (OCS) at a Subway restaurant located in Rochester Minnesota. After exploring many options to improve her store operations, **Subway franchisee**, Mary Jeanne Jernberg, chose to invest in a Delphi Order Confirmation System **for her drive thru**. According to Mary Jeanne, drive-thru sales increased dramatically soon after, and she is quick to point out this increase came from customers that wanted a healthy product but would not have walked in, - so she feels that the restaurant truly tapped an untouched market.

Mary Jeanne explains, "People in the drive-thru have children strapped in seat belts, or are hurrying home and they perceive the drive-thru is quicker. We can get someone through in 3-4 minutes in the drive-thru depending on order size. The criteria I wanted in my system was speed and accuracy. An Order Confirmation System gives the customer a view of their sandwich. They can't see it but they can see what is on it. If the sandwich comes with onions and they don't want onions they can see there is a minus sign in front of onions, and they can see the cost of each item too. They don't get any of that with a speaker post. Also advertised promos and even local community success, like if the local team has a big win - you can tailor the screen for your needs."

Mary Jeanne adds that Subway offers many more topping choices than most QSRs, so it's really more important for the drive-thru to use an order confirmation system. She is also pleased that speed is increased due to the fact that customers see a running total of the cost; most have their money ready when they get to the window to pay

When asked about her experience with Delphi's OCS, she added that she was "very happy with the system. I estimate that drive-thru sales increased by as much as 15 percent. I love the system and so do the customers."

About Delphi Display Systems

Headquartered in Costa Mesa, California, Delphi Display Systems designs and manufactures a wide variety of outdoor digital signage products serving the quick service restaurant (QSR), petroleum retail, and other market verticals. Applications include drive-thru order confirmation, digital menu boards, gas-pump top video displays, outdoor information kiosks and more. For more information on the company or the products they offer visit them on the web at www.DelphiDisplay.com or call (800) 456-0060.

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