



Delphi's Insight® Technology Platform Selected for Johnny Rockets' First Drive Thru

Costa Mesa, CA – June 22, 2016 – Delphi Display Systems, Inc. – the global leader in drive thru restaurant technology announced today that Johnny Rockets restaurants has installed Delphi's Insight® technology platform in its very first drive-thru restaurant opened last week in Mooresville, North Carolina. The platform consists of the Insight Engage® digital menu solution, Insight Track® drive-thru timing system, Insight Verify™ drive-thru order confirmation system, and Insight Inform® wireless headset system. As part of its Insight Engage and Insight Verify solutions, Delphi installed its latest generation Endura® 47P dual screen 47" outdoor digital menu board system in the drive-thru along with its Endura 15E order confirmation system display. The total solution also included a three-screen indoor digital menu display. In addition, Delphi designed custom animated digital content for all the digital menu boards.

"We're excited to be working with Delphi Display Systems and having its state of the art digital menu platforms in our drive thru and restaurant," said Jim Hicks, Senior Vice President, Domestic Operations at Johnny Rockets. "Our guests have given us great feedback on its clarity and how great our food looks and internally we appreciate the simplicity and ease of use." Johnny Rockets will be opening more drive thru restaurants in the coming months and continuing its partnership with Delphi Display Systems.

Delphi's Insight system is the only fully-integrated, end-to-end drive thru restaurant technology platform that engages the customer with relevant and compelling content, and influences their purchase behavior to drive incremental sales and profitability. The platform captures every customer interaction from the moment they enter the drive-thru to the point they pick up their food, and provides the restaurant operator with the robust analytics necessary to optimize business operations in real-time. As a cloud based solution, Insight is scalable from the small multi-unit QSR brand to the major chain with thousands of locations. All configuration, management and reporting can be performed from any web-enabled device.

"We are excited to be partnering with Johnny Rockets to help them achieve their digital marketing and operational objectives as they grow their brand," said Ken Neeld, Delphi's President and CEO. "Our Insight platform will help Johnny Rockets to expand their drive thru presence, improve their speed of service, increase their customer satisfaction and enhance the presentation of their menu items to their customers."



About Johnny Rockets

Johnny Rockets is an international restaurant franchise that offers high quality, innovative menu items including fresh, never frozen 100% beef cooked-to-order hamburgers, Veggie Boca® burger, chicken sandwiches, crispy fries and rich, delicious hand-spun shakes and malts. This dynamic lifestyle brand offers friendly service and upbeat music contributing to the chain's signature atmosphere of relaxed, casual fun. Founded in 1986, Johnny Rockets operates more than 350 franchise and corporate locations in 28 countries around the world. For more information, visit www.johnnyrockets.com.

About Delphi Display Systems

Delphi Display Systems, Inc. provides customized digital signage hardware, software and service solutions that enable businesses to engage with, interact with, influence, attract and retain their end customers. Delphi's advanced analytics and business intelligence capabilities enable its customers to optimize the effectiveness of their digital consumer engagement strategy – and ultimately their profitability. Delphi provides solutions to the Quick Service Restaurant (QSR), education, convenience store and fuel retail, health care, and other industry verticals. Delphi has installed solutions in more than 35,000 locations in over 50 countries around the world. Follow Delphi on Twitter (twitter.com/DelphiDisplay), “like” Delphi on Facebook (facebook.com/delphidisplay/), and connect on Instagram (instagram.com/delphidisplay/) . For more information on the company and its products, visit www.DelphiDisplay.com or call 714-825-3400.

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