



Major QSR Brands Piloting Delphi's Insight Engage™ Indoor Digital Menu System

Costa Mesa, CA – February 10, 2014 – Delphi Display Systems Inc. – the world's leading provider and thought leader for consumer engagement and business optimization technology solutions in the food service and consumer retail markets announced today that multiple national QSR brands will be piloting Delphi's new Insight Engage™ Indoor Digital Menu System in locations around the country. Delphi introduced Insight Engage™ in 2013 with an immediate positive reaction from its customers. Several national QSR brands have now installed the indoor digital menu system with some testing the complete Insight™ platform which includes Delphi's digital drive-thru menu system with Insight Verify™ embedded order confirmation, Insight Inform™ wireless headset solution, and Insight Track™ vehicle timing solution for speed-of-service optimization. Delphi's Insight platform also includes a cloud-based robust content management and reporting capability that can scale from small multi-unit QSR brands to major chains with thousands of locations.

David Skinner, Delphi's Vice President of Sales stated, "2014 is starting out to be a phenomenal year for Delphi. We closed the books on 2013 with a 30% increase in revenue over a very strong sales year in 2012. We've added a best-in-class digital menu system to our portfolio of solutions for QSR brands, retail and C-stores which has generated an overwhelmingly positive response."

Delphi's Insight Engage™ software platform is a new approach to enterprise management of digital content allowing the QSR operator to drive sales via an adaptive menu system with responsiveness and accuracy never before realized in the QSR business. Menus can be changed in one or many locations with 100% accuracy with a simple mouse click and done without the cost of printing, shipping and installation of printed menu materials. In addition, the system allows the multi-unit operator to target product, pricing, promotions and limited time offers to specific locations and micro day parts.

Delphi's Insight Engage™ can be seen at Digital Signage Expo in Las Vegas, February 12 & 13 at booth #846.

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), hospitality, fuel distribution, health care, automotive and other industry groups. Delphi has installed solutions in more than 30,000 locations in 50 countries around the world. Follow Delphi on Twitter (<https://twitter.com/DelphiDisplay>) and "like" Delphi on Facebook under Delphi Display Systems Inc. For more information on the company and its products, visit www.DelphiDisplay.com or call 714-825-3400.

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