



Delphi Display Systems Displaces Competitor at a Major California-based QSR Chain Delphi Also Selected as Preferred Supplier of Drive-Thru Order Confirmation Technology

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COSTA MESA, Calif.--([BUSINESS WIRE](#))--Delphi Display Systems, Inc. – the global leader in consumer engagement and business optimization technology solutions in the food service and consumer retail markets announced today that a major California-based Quick Service Restaurant (QSR) chain has selected Delphi as its preferred supplier of drive-thru order confirmation technology. Delphi also received a large purchase order to replace a competitor's technology at over one hundred locations. This announcement comes after months of field testing and validation of Delphi's Endura™ 15 Order Confirmation System. The Endura product is the most reliable product available in the market today and comes with a five year advance exchange warranty.

“This major chain selected Delphi as their preferred supplier of order confirmation technology because of our reliability, customer service and continued commitment to innovating new solutions for the QSR market that allow their franchisees to run their stores more efficiently and profitably,” said Ken Neeld, Delphi's President and CEO. “Our Endura display product line is unmatched in performance and reliability in the industry, which is why we provide a full five year warranty with every unit sold. This translates to lower support costs for our customers resulting in a lower total cost of ownership when compared to competing offerings.”

The Endura order confirmation system is a part of Delphi's Insight® total drive-thru solution, a fully-integrated, end-to-end drive-thru technology platform comprised of software and hardware solutions for outdoor digital menu boards, vehicle timing and wireless communication systems. The Insight® suite engages customers with relevant and compelling content that 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 moment 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, the Insight solution 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.

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About Delphi

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 over 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 DelphiDisplay.com or call 714-825-3400.

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