



## Delphi Display Systems Launches its Third Generation Outdoor Digital Menu Board Solution for Drive-Thru Quick Service Restaurants

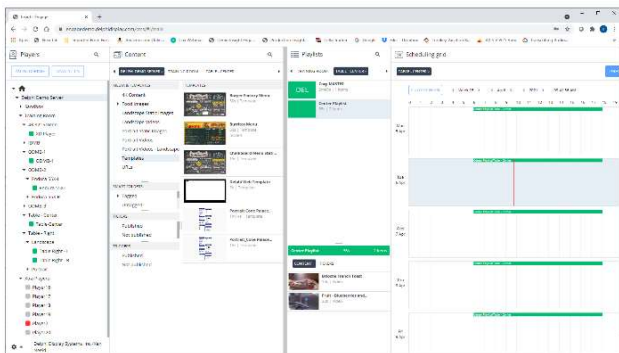
Costa Mesa, CA, April 6, 2021 - Delphi Display Systems, Inc. – a global provider of consumer engagement and business optimization technology solutions for the Quick Service Restaurant (QSR) industry, announced today that it has launched its third generation Outdoor Digital Menu Board (ODMB) solution for the QSR Drive-Thru market. The solution is comprised of the company’s latest generation Endura® 55X outdoor display technology integrated with its Insight Engage™ 3.0 cloud-based Content Management System (CMS) software. As a key component of the offering, Delphi has partnered with Keyser, Inc., to provide nationwide installation and support services.

The Endura 55X marks the latest innovation in Delphi’s Endura line of outdoor display solutions designed to meet the rigorous requirements of the QSR drive-thru. It is the first in the industry to offer a fully sealed 55” sunlight readable display that is less than two inches thick and comes with a five-year warranty. With no fans or moving parts, it is maintenance free and its quiet operation will not interfere with drive-thru communication systems. The integrated VESA mount allows it to be installed on a traditional pedestal, wall or canopy mount.

Delphi’s latest generation CMS, Insight Engage 3.0 is 100% cloud-based and offers powerful digital menu content management from any web enabled device. The drag-and-drop graphical user interface simplifies the process of designing menu layouts, uploading and scheduling content, integrating dynamic data feeds and monitoring system performance across the entire enterprise. A robust set of APIs have been developed to facilitate integration with 3rd party Point of Sale and Inventory Management Systems to enable dynamic pricing and product availability functionality. Delphi’s Verify™ Order Confirmation System software can also be easily embedded for drive-thru applications.



Endura® 55X  
Dual Screen Mount



Insight Engage™ 3.0 CMS

Rounding out the company’s digital menu solution offering is a comprehensive nationwide installation and support capability. Delphi has partnered with Keyser, the QSR industry veteran and leader to provide high quality installation and on-site support services. With more than 50 years’ experience, Keyser has the knowledge, resources and experience required to install outdoor digital menu board solutions for small concepts up to large national brand rollouts. Under this partnership, Delphi’s national support coverage will be enhanced by leveraging Keyser’s distribution facility in Chicago.

“Our new ODMB solution is the latest in a long list of industry innovations that Delphi has brought to the QSR market over the past 25 years,” said Ken Neeld, President & CEO of Delphi Display Systems. “This technology was designed with the future in mind, where technologies such as automated voice ordering and AI-driven personalized content will deliver the next level of drive-thru experience.”



“We are pleased to be partnering with Delphi to provide turnkey national installation and support services for their drive-thru digital menu board solutions,” said Jeff Keyser, Director of Installation and Deployment at Keyser. “We look forward to helping Delphi continue to grow as they roll out new technologies for the QSR industry.”

#### **About Delphi**

Delphi Display Systems, Inc. provides customized outdoor and indoor digital signage hardware, software and service solutions that enable businesses to engage with, influence, attract and retain their end customers. Specializing in drive-thru technologies, Delphi provides solutions to the Quick Service Restaurant (QSR) industry where it has installed solutions in more than 40,000 locations in over 75 countries around the world. The company also serves the education, corporate, transportation and theme park markets as well as other industry verticals. Follow Delphi on Twitter [@DelphiDisplay](#) and like Delphi on [facebook.com/delphidisplay](#). For more information on the company and its products, visit [DelphiDisplay.com](#) or call 714-825-3400.

#### **About Keyser**

Keyser specializes in design, project management, and installation of both indoor and outdoor digital signage solutions. With more than sixty years of providing products and services to the restaurant and retail industries, we integrate durable products and technology solutions with longevity, and create an elevated quality of life for our customers and our community. For more information on the company and its products, visit [explorekeyser.com](#) or call 866-917-0400.

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