



Slim Chickens selects Delphi's Insight Engage™ Digital Menu Content Management System Software and other Drive-Thru Technologies

Costa Mesa, CA – June 24, 2014 – 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 Slim Chickens has installed Delphi's full Insight® technology platform for its newest store opening in Fayetteville, Arkansas. The platform consists of the Insight Engage™ enterprise digital menu Content Management System software, Insight Track® drive-thru timing system, Insight Inform® wireless communication system, and Insight Verify™ drive-thru order confirmation system. Delphi also designed the content for the Slim Chickens menu boards, both for the in-store and drive-thru screens.

"Slim Chickens has chosen to partner with Delphi Display Systems for our interior and exterior digital menu board content management and drive thru communications technology," said Greg Smart, Slim Chickens Co-Founder/Chief Marketing Officer. "This decision was made after an exhaustive search for the best-in-class solution to cloud based menu management that is accompanied with excellent customer service for our company and franchised locations. Digital menu boards give us a tremendous amount of flexibility to direct sales of certain products and feature more LTO's without the design and production time constraints of static/printed menus. We are excited to work with Delphi's team as we expand throughout the country."

Delphi's Insight system is the only fully-integrated, end-to-end drive thru technology platform that engages the customer with relevant and compelling content, influences their purchase behavior to drive incremental sales and profitability, captures every customer interaction from the moment they enter the drive-thru to the moment when they pick up their food, and provides the 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 are performed from any web-enabled device.

"We are excited to be partnering with Slim Chickens 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 give them the tools and scale they need to reach their aggressive expansion plans over the next decade and we are happy to be a part of their success."



About Slim Chickens

Slim Chickens opened in 2003 in Fayetteville, Ark., with a focus on culinary excellence in a fast casual setting. Guests can always expect fresh chicken tenders and wings cooked to order and served with handmade dipping sauces made from scratch. With 14 locations today and a fanatical following in Arkansas, Oklahoma, and Texas the eternally cool brand is an emerging national franchise leading the “better chicken” segment and intends to grow nationwide to a footprint of 600 restaurants over the next decade. Southern hospitality is not just for the South; everyone, everywhere can appreciate honest food and socializing with friends and neighbors. To learn more about the brand, visit slimchickens.com, and for franchise opportunities, visit slimchickensfranchise.com.

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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