

## Belgian Company Installs

### “Superdroids” In 75

### Fast-Food Restaurants

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A Belgian wireless-multimedia company has begun a rollout of its digital-signage hardware to 75 Quick hamburger restaurants – giving it a presence in what claims to be the largest European-based fast-food chain, with more than 400 outlets.

The appealingly-named World of Droids, based in Zelem, has already completed installation of its Superdroid system in 15 of the company’s restaurants, and is currently adding them to the remaining 60 Belgian franchises.

The Superdroid (or Direct Return On Investment Device) was created to provide an integrated wireless-Internet and screen-advertising system.

“Since the droids automatically turn the screens on and off, there is no action required at the point of sale,” said Theo de Meyer, spokesman for World of Droids. “The droids connect to our media server on a 15-minute interval, and automatically download the necessary programs and schedules, including software updates.”

The units each have a dual-core processor, 80GB hard drive and dual-screen graphics card. Each droid is fully automated, and World of Droids both manages the network and provides the content, designing Flash animations for approval by Quick.

Each restaurant is equipped with a 42-inch Philips LCD screen in the centre of the menu board, displaying special promotions. A secondary screen shows desserts and provides useful information, such as weather forecasts. The system also broadcasts a customised music playlist, updated every month. There is no third-party advertising at present.

According to de Meyer, feedback from restaurant customers has been positive, and anecdotal evidence from branch managers suggests that the digital signage has increased sales on promotions. World of Droids also believes that the system can be used to test new products, measure consumer reactions and respond to situations such as stock-outs. The company plans to implement more thorough market research after the network has been operating for a period.

World of Droids, which was awarded the European Gold Seal of E-Excellence at the giant CeBIT technology fair in Hannover, Germany in March, now plans to complete the Quick rollout and aims to expand its network of similar devices to other European countries.

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