

Burger King

Visiting BURGER KING in Germany Becomes a Multimedia Experience

BURGER KING Deutschland has equipped its restaurants with plasma displays and interconnected its individual restaurants via a communications

BURGER KING improved its product line and improved customer service

network. With its very own TV channel, the King Channel, and a digital menu board, BURGER KING(R) has not only made its product line more attractive but also improved customer service through modern entertainment and information technology.



Thanks to the new digital menu board, guests receive product information and prices through a combination of video, moving product images and animated

texts of unique high-resolution quality. The digital menu board not only enhances the colored display panels by changing the information according to the time or day of the week but also displays the product line with greater visual impact, intensity and appeal.

The use of state-of-the-art technology is also unique. Up-to-date campaigns, daily product offers, and individual customer loyalty measures from the individual BURGER KING(r) restaurants can be displayed with the benefits of real-time management. Within minutes, the media-broadcasting center can update the content throughout Germany.

As it applies to "King Channel", a Burger King® proprietary TV channel, the entertainment program can be customized in an up-to-date manner to suit the varied interests of the guests. Guests are informed of current trends in music and cinema as well as the latest hot tips for DVDs and video games. In addition, brand loyalty is reinforced by the familiar commercials. "The new offer of 'infotainment' and the attractive menu display are generally

well received by our guests.



Young people are especially enthusiastic", says Heinz-Peter Dicks, Development Director at BURGER KING Deutschland.

Two examples are the advertising

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campaign with football star Oliver Kahn, and the charity initiative for RED NOSE DAY. In conjunction with the BURGERKING(r) customer magazine "KingMagazin", the result is a unique campaign for successful branding. BURGER KING is completely committed to this new solution, as shown by the length of the project, which is scheduled to last three years. BURGER KING(r) will equip each new restaurant with the new

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technology from the outset.

BURGER KING has opted for a high-quality complete solution. Plasma Displays, modern, high-performance hardware, network connections and high-



quality software, combined with attractive content that our meets high standards, have made their appearance in the restaurants. BURGER KING decided to select the full service provider ict AG Aachen with its multimedia system solution "ic-vision", the plasma display maker NEC and the PC manufacturer Fujitsu Siemens Computers. The plasma displays are described as very convincing with excellent picture quality and a unique sharpness of detail. InfoChannel® from Scala Broadcast Multimedia is employed in the creation of daily menu content and

message distribution throughout the BURGER KING network. In addition, the content can be broadcast with great flexibility and speed. Unlike many television sets, NEC plasma displays can receive digital transmissions via DVI and can also be controlled via RS-232 interfaces.

In just three months, BURGER KING has installed the ic-vision solution with NEC 42VP4 Plasma Displays in over 370 restaurants. The menu board solution has been combined with the network of the proprietary TV channel, the "King Channel". Thus, by the end of June 2004, a total network of over 660 installations was operating with the ic-vision solution at 400 sites in



Germany. Thanks to the high quality and flexibility of the system, it can be extended to other European

countries at any time.

ict AG Aachen has assumed the responsibilities of general contracting, coordinating, operating and servicing for two of the largest digital networks for the point-of-sale/point-of-information market throughout Germany. The network bridges the distances from the media-broadcasting center to the individual branch restaurants via satellite or DSL.

Central media broadcasting makes it easier to update the contents of the menu board and the proprietary TV channel "King Channel", and also facilitates control and maintenance. Every morning, all the devices log onto the media-broadcasting center at ict AG in Aachen. The devices from Fujitsu Siemens Computers send information indicating the present contents and the currently displayed data and system data on the PCs. The media-broadcasting center can then update and coordinate the contents when necessary. The menu boards with their plasma displays employ complete remote control and remote maintenance support. This guarantees continuous control of the entire network and makes it possible to forestall potential disturbances.

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"Through joint development of the system with Scala Broadcast Multimedia, Fujitsu Siemens Computers and NEC Deutschland, we are able to provide detailed control and management of the entire network for BURGER KING(r). Such information is essential for operating networks of this size", explains Markus J. Deserno, CEO of ict AG Aachen.

About Scala, Inc.

Scala, Inc. is the world's largest provider of software for digital signage software used in retail, education, entertainment, government and other industries. The Company's cutting-edge multimedia software platform powers thousands of digital signs around the world including the digital signage networks of Tesco, Best Buy, T-Mobile, ShopRite, Virgin MegaStore, Bloomberg, Burger King, Kiwi, Azizia-Panda Supermarket, McKeeFoods, Muvico, Santiago Airport, RaboBank and Warner Brothers Movie World. Since InfoChannel is proven, scalable, and easy to manage, it is the platform of choice for many digital display networks ranging in size from one screen to thousands of screens with uses including advertising displays, touch screens, retail TV, LED billboards, lobby signage, digital menu boards, interactive kiosks, and more. Scala, Inc. pioneered the industry of digital signage in 1987, and is today headquartered near Philadelphia, PA with operations in California, the UK, Norway, The Netherlands, China and Japan.

About IC Vision

IC VISION is the latest product from ICT AG. From a provider of hardware solutions and network infrastructures, ICT AG has now developed into a comprehensive IT service provider keeping in step with the increasing demands of our customers. Through the development of new products we are constantly responding to our customers' requirements in a flexible way. As our core competencies have always been in technical fundamentals and hardware, all our products have one thing in common, namely a high degree of security and availability. Creative ideas can only be developed from a solid technical basis.

With IC Vision we are now offering a full-service product which sets new benchmarks for company and product presentations.