



Wireless Ronin to install Digital Menu Boards for KFC Corporation

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KFC Corporation (KFC), a subsidiary of Yum! Brands, Inc has selected Minneapolis-based Wireless Ronin Inc for the 2nd phase of its dynamic digital signage menu board program. KFC will be using Wireless Ronin's proprietary RoninCast(R) software to monitor and operate a fully integrated digital menu board system.

The 2nd phase follows the successful completion of a pilot test program that began in July with five locations installed in Louisville, Ky., Houston and Dallas, Texas. The pilot test reviewed indoor and outdoor applications of digital signage, testing and refining the technical requirements for the hardware, software and menu board functionality.

The 2nd phase will consist of adding 24 locations in two select cities, during which the effectiveness of the menu board content, customer feedback and revenue impact will be evaluated.

"We are very excited about this opportunity with KFC and with the success our testing has had to date," said Jeffrey Mack, president and CEO of Wireless Ronin. "The quick-serve restaurant industry is an ideal venue for our technology, offering the ability for timely changes of information addressing critical communication needs not currently available with static alternatives."

"Not only will digital menu boards create a new standard for in-store communication and experience for our customers, we hope that it will provide a cost effective way to communicate targeted menus by day-part and allow us to quickly make product and pricing changes," said James O'Reilly, chief marketing officer for KFC.

Wireless Ronin has provided a variety of services related to the KFC market test including consulting, hardware procurement, installation, and ongoing support through its Network Operations Center (NOC). Content for the market test was developed by KFC's agency, Creative Alliance, also based in Louisville, Kentucky.