



globalpayments

Genius Digital Menu Boards

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Presented by Jonathan Skidmore

Today's Agenda

1. GDMB Components
2. GDMB Packages
3. GDMB Resources
4. Live Demo



Performance You can Measure

What can digital menu boards do for your bottom line?

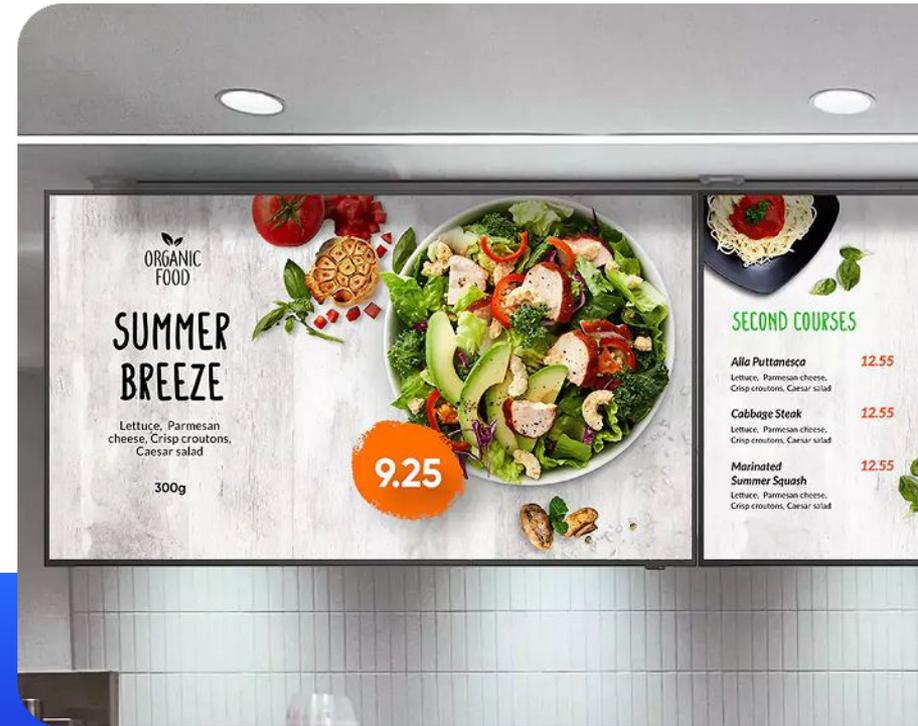
15-25%
Increase in
upsell revenue*

30%
reduction in
customer-perceived
wait times*



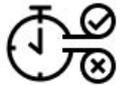
**Significant savings on printing
and labor costs**

**The numbers don't lie.
But your outdated paper menus might.**



Digital displays with one-click updates

You need digital menu board software that does more than just appeal to appetites. Drag and drop style software makes it easy to update across all locations in one go — it's Genius.



Simplify content management

Show the right offer to the right person at the right time by location, region or daypart.



Move high-margin items

Schedule limited-time offers, combos and promotions that can help increase check size.



Eliminate manual errors

Reduce mismatches and manual updates by integrating directly with POS and pricing tools.



Streamline operations

Support indoor/outdoor, presell and confirmation boards with one platform for every touchpoint.

GDMB – Components

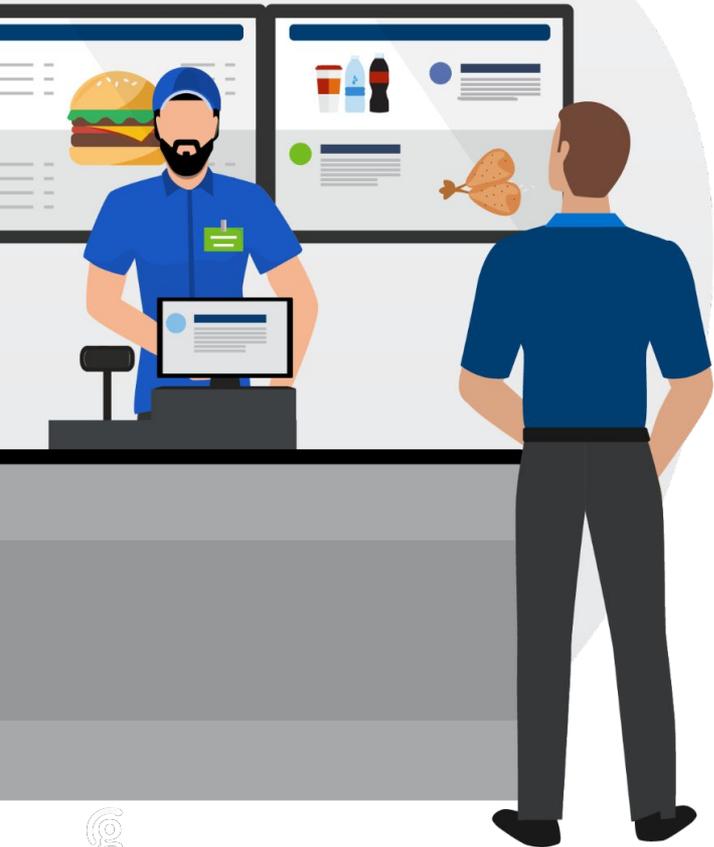
01 Digital Menu Board Display

02 Remote LG Device Management

03 Content Management & Deployment Software

04 DMB Enablement





Genius Digital Menu Board HW

Hardware -LG Display - UL3J

- **Commercial-grade** UHD and 4K signage displays
- Powered by **LG webOS 6.0** (no external player needed)
- **System-on-Chip (SOC)** design for native app support
- Available in **43" 50" and 55" sizes**
- 16/7 Rated
- [Link to Spec Sheet](#)





LG ConnectedCare

LG ConnectedCare is a cloud-based solution for remotely managing the operation state of signage displays installed in your workplaces. It provides fault diagnosis and remote control solutions through monitoring by LG solutions, ensuring the stable operation of your business.

GDMB Components Overview

MDM Solution – LG Business Cloud & LG Connected Care

- MDM Tool for the Operational Maintenance of the Display: [URL](#)
 - **Installation – Maintenance – Support**
 - Facilitates Installing the App and Advanced Remote Capabilities
 - Remote Multi-Device Management
 - Any and All Display Settings Available on the Remote Control
- **How is It Different From the Genius CMS Portal?**
 - LG Connected Care is Intended for Operational Uses not for Content Management

The screenshot shows the 'DMB Site Manager' dashboard. The left sidebar contains navigation items: Search Navigation Items, Site Manager, Content Deployment, CONTENT MANAGEMENT (with a sub-menu: Designs, Layouts, Fonts), SITE CONTROLS (with a sub-menu: Display Schemas, Dayparts, Schedules), and Documentation. The main content area is titled 'DMB Site Manager' and shows 'Showing 4 Sites'. There are three tabs: 'Sites' (selected), 'Daypart Schedule' (with a '0' notification), and 'Display Sleep'. A search bar is present above a table of sites.

Site ID	Site Name
9999	Xenial Internal QA L
1003	Mr_Pickles_1003
Site 1	Site 1
2	Site 2 (uses default

GDMB Components Overview

Genius for Restaurants Self Service Cloud Based CMS – URL

- **Onboarding**
 - Centrally managed, user-defined content configurations
 - Portal Device Handshake and Share Code

- **Content & Device Management**
 - Video & Playlist Functionality
 - Scheduled Deployments
 - Daypart and Sleep Times
 - WysiWyg Editor
 - Coordinated Content

- **Monitoring and Support**
 - Site Manager – Telemetry
 - Site Level Real Time Preview

DMB Request Form

Submit this form to request that **Digital Menu Boards (DMB)** be added as an option in the **Integrations list dropdown**. Once your request has been processed, you will receive an **email confirmation**. Please allow **2 to 3 business days** for the DMB option to be enabled.

jonathan.skidmore@e-hps.com [Switch account](#)



Not shared

* Indicates required question

Please enter your full name. *

Your answer

Please enter your Reseller Name exactly as it appears in the Reseller Info section * of the Genius for Restaurants Admin Portal.

Your answer

Please provide the email address where you would like the confirmation to be sent. *

Your answer

Please provide the **Location Number** (found in Settings > Location Setup > Location Number). Submit **only one Location Number per form**. *

GDMB Components Overview

DMB Enablement

Form must be completed after Salesforce order.

1. Fill out form
2. Receive Notice that the flag has been enabled. (2 business days)
3. Publish changes in the Genius Restaurant Portal
4. Select Integrations add DMB integration and activate
5. Publish changes again.

Merchant Content Submission Form

We offer a total of four unique templates each one designed to highlight your menu in a professional and engaging way. The included examples, in the *Screen and Template* section of this form, show how these templates can be tailored to fit your brand and customized to showcase your specific offerings. For added flexibility, multiple templates can be combined at a single location to create the best possible guest experience.

For questions on supported images and content guidelines please refer to the following link.

[DMB Content Guidelines](#)

jonathan.skidmore@e-hps.com [Switch account](#)



The name, email, and photo associated with your Google account will be recorded when you upload files and submit this form

* Indicates required question

Email *

Your email

Company/Merchant Name *

Your answer

Planned Installation Date - *Please note menus take approximately 3-5 business days to complete. **More time may be needed for more complex layouts.*** *

Date

01/23/2026

GDMB Components Overview

If Content Creation was purchased

1. Dealer fills out Content form
2. Content Team will then reach out to dealer to start the creation process.

Content Team DL:

sic.dmbcontent@xenial.com.

Digital Menu Boards

pricing options

Indoor Equipment Pricing

Price includes Display, Software, Support, and LG Connected Care

Product Code	Product Name	Min Price	Max Price
HR-DMB-INDOOR-43	Genius for Restaurants Digital Menu Board - Indoor 43" Display (UHD, 300 nits, 19.4lbs)	\$44	\$60.50
HR-DMB-INDOOR-50	Genius for Restaurants Digital Menu Board - Indoor 50" Display (UHD, 400 nits, 25.8 lbs)	\$53	\$70.50
HR-DMB-INDOOR-55	Genius for Restaurants Digital Menu Board - Indoor 55" Display (UHD, 400 nits, 30.9 lbs)	\$55	\$72.50

Price includes Display, Software, Support, and LG Connected Care



DMB Install Kit

Bundled

Product Code	Product Name	Min Price	Max Price
GFR-43"DMB-INSTALL-KIT	Universal Tilt Mount for 43" DMB With 15' PATCH CABLE	\$4	\$5
GFR-50-55"DMB-INSTALL-KIT	Universal Tilt Mount for 50-55" DMB With 15' PATCH CABLE	\$5	\$7

A La Carte

Product Code	Product Name	Min Price	Max Price
1992-DMB-WM	UNIVERSAL TILT MOUNT FOR 43" DMB	\$3	\$4
1991-DMB-WM	UNIVERSAL TILT MOUNT FOR 50"-55" DMB	\$4	\$6
1870-08-NGS	8 PORT NETGEAR NETWORK SWITCH	\$2	\$3
8611015-PATC	15' PATCH CABLE	\$1	\$1

NEW

High Steaks Sandwich

Take a ride on the spicy side with a cheesesteak sandwich topped with jalapeño peppers and our famous Hot Stuff Sauce.

HALF | \$5.52
WHOLE | \$7.89



Fresh Salads



Romaine Calm

Great Pear 295 Cal.
HALF | \$6.26 WHOLE | \$8.95

Root for You 310 Cal.
HALF | \$6.15 WHOLE | \$8.79

Romaine Calm 472 Cal.
HALF | \$6.26 WHOLE | \$8.95

License to Kale 302 Cal.
HALF | \$6.58 WHOLE | \$9.41

Dressings

- Thousand Island 111 Cal.
- Caesar 94 Cal.
- Balsamic 14 Cal.
- Creamy Ranch 145 Cal.
- Zesty Italian 35 Cal.
- Green Goddess 29 Cal.

Healthy Wraps



It's a Wrap

Lettuce Eat 380 Cal.
HALF | \$5.94 WHOLE | \$8.49

Cutecumber 315 Cal.
HALF | \$5.66 WHOLE | \$8.09

It's a Wrap 420 Cal.
HALF | \$5.49 WHOLE | \$8.49

Wrap Battle 410 Cal.
HALF | \$5.66 WHOLE | \$8.09

Cold Turkey 400 Cal.
HALF | \$4.99 WHOLE | \$7.99

Each wrap comes with a serving of Le French Fries and a drink.

Sweet Desserts



Pie in the Sky

- Ninja Bread 179 Cal. \$0.99
- Smart Cookie 132 Cal. \$1.99
- Fian-tastico 223 Cal. \$1.99
- Pie in the Sky 167 Cal. \$3.99
- Piece of My Tart 193 Cal. \$2.99

Content Management Services

Do it With You

- Dealer signs merchant up for service
- Dealer works with merchant for menu assets
- Dealer provides menu assets & layout to Genius Team
- Genius Team builds the menu content
- Dealer reviews with merchant
- Dealer deploys content to site

Do it Yourself

- **Dealer attends online training classes**
- **Dealer gets certified**
- Dealer works with merchant for menu assets
- **Dealer builds the menu content**
- Dealer reviews with merchant
- Dealer deploys content to site



Setup and Service Pricing

Product Code	Product Description	One Time Price	
GFR-OT-DMB-SETUP	One Time Setup Fee for Digital Menu Board Content Creation & Setup (includes up to 3 panels)	\$249	
GFR-OT-DMB-SETUP-ADDTL-SINGLE	One Time Setup Fee for Digital Menu Board Content Creation & Setup for one (1) Panel - ***Used in conjunction with GFR-OT-DMB-SETUP for locations with more than 3 panels***	\$95	
Product Code	Product Description	Min Price	Max Price
GFR-MCU-F5-DMB	Recurring Fee For Once A Month Content Updates for Digital Menu Board Displays (includes up to 3 panels)	\$99	\$142
GFR-MCU-ADDTL-SINGLE-DMB	Recurring Fee For Once A Month Content Updates for one additional Digital Menu Board Display - ***Used in conjunction with GFR-MCU-F5-DMB for locations with more than 3 panels***	\$49	\$74



NEW
**KANSAS
BBQ**

King Box



Chicken BBQ Stacker

Beef BBQ Stacker also available

*Needless to say, BBQ Sauce and Chicken BBQ Sauce, if you choose BBQ Sauce, include this in your price.
**Must be ordered in conjunction with other items. Offer good while supplies last.
***See menu for restrictions and limitations. © 2025 Burger King. All rights reserved.

Order at table on the Burger King® App

£5.99



Available on delivery



Order at table on the Burger King® App

Genius Digital Menu Boards In Action

BEVERAGES

Legendary Iced Tea™ & Soft Drinks

Regular Large ½ Gallon Tea

0-310 cal. 0-450 cal. 20-700 cal.



Bottled Water
0 cal.

Simply Orange®
160 cal.

Premium Coffee
5 cal.



FIXINS

Regular
Family

Bo® Fries

Reg 360 cal. Fam 670 cal.

Dirty Rice®

Reg 170 cal. Fam 530 cal.

Macaroni & Cheese

Reg 280 cal. Fam 870 cal.

Cajun Pintos®

Reg 130 cal. Fam 420 cal.

Mashed Potatoes & Gravy

Reg 100 cal. Fam 440 cal.

Cole Slaw

Reg 170 cal. Fam 580 cal.

Bo-Tato Rounds

Reg 260 cal. Fam 680 cal.

FAMILY MEALS

Fried Chicken & Biscuits
FAMILY MEALS INCLUDE TEA!

8pc

8pc Chicken

4 biscuits, 2 fixins

3640-5910 cal.

12pc

12pc Chicken

6 biscuits, 3 fixins

5450-8520 cal.

20pc

12 Supremes

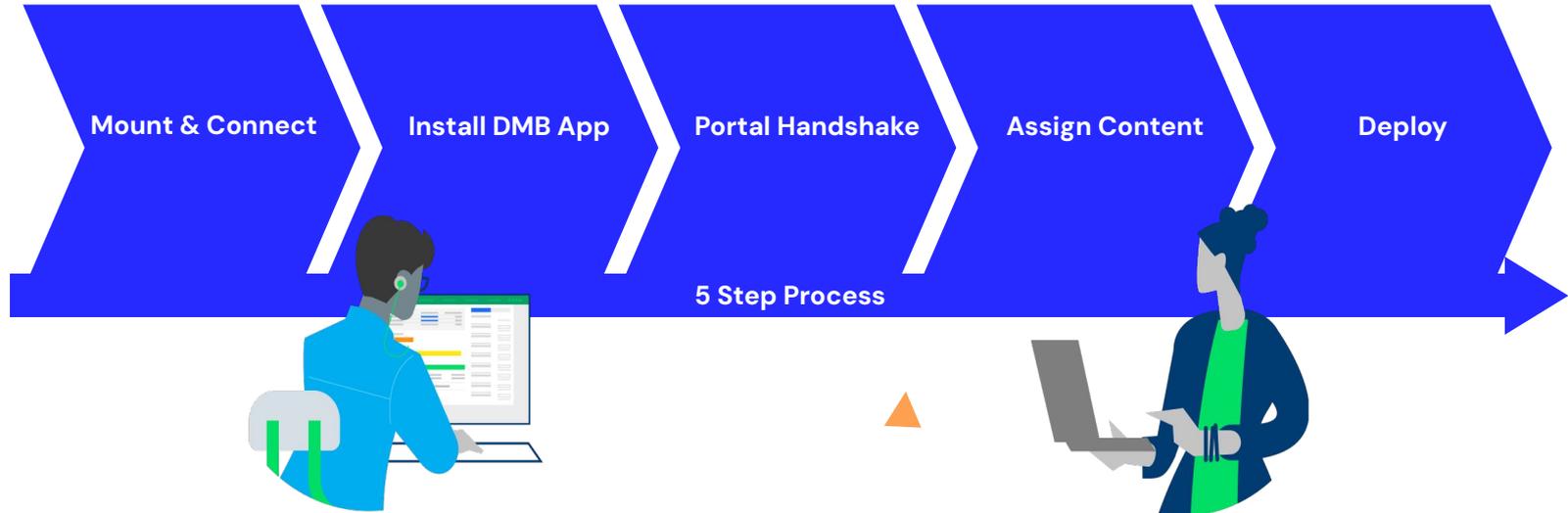
4 biscuits, 2 fixins

2850-5170 cal.



Setup

5 Simple Steps





MENU					
	Cheeseburger Lemon upon choice, or sweet sauce/pepper, adding \$0.10 \$4.49 MEAL \$5.99		Grilled Chicken Lemon upon choice, or sweet sauce/pepper, adding \$0.10 \$4.39 MEAL \$5.79		Breakfast Burrito Lemon upon choice, or sweet sauce/pepper, adding \$0.10 \$3.39 MEAL \$5.79
	Fried Chicken Lemon upon choice, or sweet sauce/pepper, adding \$0.10 \$5.99 MEAL \$8.99		Four Tacos Lemon upon choice, or sweet sauce/pepper, adding \$0.10 \$5.49 MEAL \$8.99		Breakfast Sandwich Lemon upon choice, or sweet sauce/pepper, adding \$0.10 \$3.49 MEAL \$6.99
	Hot Dog Lemon upon choice, or sweet sauce/pepper, adding \$0.10 \$3.49 MEAL \$5.99		Garden Salad Lemon upon choice, or sweet sauce/pepper, adding \$0.10 \$5.29 MEAL \$8.99	DRINKS	
	Chili Cheese Dog Lemon upon choice, or sweet sauce/pepper, adding \$0.10 \$5.49 MEAL \$8.99		French Toast Sticks Lemon upon choice, or sweet sauce/pepper, adding \$0.10 \$4.99 MEAL \$7.99		Soft Drinks Lemon upon choice, or sweet sauce/pepper, adding \$0.10
					Sweet Tea Lemon upon choice, or sweet sauce/pepper, adding \$0.10
					Lemonade Lemon upon choice, or sweet sauce/pepper, adding \$0.10



Speak with your DBDM to get certified for GDMB.

Resources

Video Resources



- [Digital Menu Boards Introduction Video](#)
- [Dealer Training Video – May 2025](#)
- [Installing LG Connected Care & The Digital Menu Board Application](#)
- [Quick Start Guide for Uploading and Deploying Content](#)
- [DMB Video Library](#)

Helpful Links



- [Dealer Training Deck](#)
- [DMB Knowledge Base](#)
- [FAQs](#)
- [DMB Enablement Guide](#)
- [One-pager](#)
- [Brochure](#)