



display



## Quick service restaurants

# New concept -

# McDonald's

# digitizes German

# branches

**Touch terminals, Digital Menu Boards, Curved UHD screens, projection and Kinect, Tablets on seats and on the surface: McDonald's shows in the flagship at Frankfurt Airport, how to win the core target group again. The concept is convincing.**

March 31, 2015 by [Thomas Kletschke](#)



## Frankfurt Airport: Easy Order Terminals at Mc Donalds (Photo: invidis)

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Fresh red tomatoes in 4K, colorful smarties dance, crispy salad moves across the Curved Screen: Now McDonald's has reopened its largest German branch at Frankfurt Airport, also Europe's largest McCafé. With the new Quick Service Restaurant, the company heralds a new era.



### Mc Donald's Germany: Beyond Menu Boards – digital transformation of Mc Donald's restaurant

Digital Menu Boards have been one of the top three use cases for digital signage in the past years. Mc ... [weiterlesen](#)



In the past seven months, the top dog named "Mackie" has been tested, tested and tested among the QSR providers - there are about 70% market share in this country. The result is a flagship that shows where the journey is going. "This is almost a paradigm shift," says Holger Beeck, CEO McDonald's Germany, on the occasion of the reopening of the flagship.





DMBs in McCafé at Frankfurt Airport (Photo: invidis)

The new McDonald's is a digital signage paradise on the way to the multichannel store.

McDonald's does not - or not just - because it's cool. The background is the return of the brand to its core values: there may be more innovations again, more cheeky freshness. The

wake-up call was heard by the company; it came in the form of declining sales and increasing competition from all sides: other QSR providers, countless bakeries and gas stations, local chains offering high end burgers.

The competition had bothered the big M - and conversely, one would like to do this with the customers, what the Touch Order terminals call them: "Touch to get started."

Accordingly, the content is designed: on a big screen - it are Samsung's Ultra HD Curved

78 "displays - you play content in the entrance area that communicates freshness. Like the above-mentioned tomatoes or dancing smarties from the fluffies.



Premiere for Digital Menu Boards at McCafe - advertises current Cafe-Spezialitäten in portrait mode (Foto McDonald's)





Digital Menu Boards (DMB) in landscape mode in the restaurant. Light content animation avoid burn-in effects (Photo: McDonald's)



Digital Entree with Self Service Kiosk Systems and Welcome Sceen (Photo: McDonald's)





Germany's largest Mc Donald's restaurant was opened at Frankfurt / Main Airport. There is no other digital signage in any other company  
(Photo: Mc Donald's)

It will not stay that way: more moving-image spots will be shown, we're told. The aim is to stage the brand and the local branch. Gradually, the content is being uploaded. It should be playful, make again desire for brand and branch.



Many colorful Smarties: Curved Samsung 4K Screen at McDonald's (Photo: invidis)

Project managers who are on site today confirm that everything here is modular. Not every Mc Donald's will contain all the elements. And some innovations are still in the pipeline and are being tested. Prior to all the beautiful



technology, the processes and the customer experience have priority.

Example Order: In the future McDonald's will give you the opportunity to order on the spot. In the entrance area of the 2,300 m<sup>2</sup> McDonald's there is the aforementioned large curved screen with a small counter. Employees load their tablets and move from there to the customers, accept the order and cash in on the space, armed with a tablet and receipt printer. At the moment we are using rugged tablets from Panasonic,

which still show the cash register view, which also has the employees behind the counter. In the future, of course, customers will get to see products on tablets. But before that the processes were defined. Another way to order: The Easy Order Terminals (Touch, cashless), which **are already in use in some stores** . 16 of them are installed at Frankfurt Airport. One may assume that there is still a lot of slumber in the devices - such as that the



software could be quickly switched to Apple Pay as a payment solution.

The order counters are equipped with 46 "large screens by NEC, which are used as Digital Menu Boards. Each DMB - in total there are 19 - is a media player installed. The displays themselves are provided with thin bezels and obviously quite bright. The content is based on quiet, non-moving and colorful motifs. Under the DMBs a UHD screen

is attached, which shows similar to the large Curved in the entrance area moving image.



DMBs at McDonald's at Frankfurt Airport (Photo: invidis)

McDonald's has also intentionally set screens for the right and left-hand price boards and displays with information on ingredients in order to have equally bright solutions on site.



Various 32 "NEC displays indicate the progress of the order process at the counter. At the order counter as well as at tables permanently installed tablets are in use.

The processes have also changed in the kitchen: From now on, every burger is produced on demand, not "in heap". Various kitchen lines are installed. Depending on the frequency, you can get it up and running quickly. And the employees - in Frankfurt there

are a total of 161 - can get by with less hand, it says on demand.

The café area - 400 m<sup>2</sup> in size, accommodating 100 guests - also uses NEC DMBs. In contrast to the bar of the restaurant area, where the screens are aligned horizontally, the displays in the McCafé are vertically oriented. Here are seven displays to see.

As a general contractor, Visual Art Germany is responsible for the hardware, content production based on delivered print content and broadcasting.



Together with the partners GIS (Gundlach - formerly ISS) and Visual Art Technology, they are also responsible for assembly, software and technical service.

At two tables, interactive touch games for children have also been installed based on projection (hidden in the ceiling element) and Kinect. Here came Eyeclick from the Netherlands to the train. In general, families with children would like to take better care of themselves - the core target group, according to McDonald's head of Germany Beeck.