

# Case Study: Restaurant



## Best Of British Food Complemented By Best Of British Signage

### Introduction

Recently opened FARM, a takeaway concession in London's Goudge Street, is using a digital menu system powered by ONELAN.

The vision of entrepreneurial founders Dom & Craig is to use food from trusted British food partners (farmers, butchers, bakers, makers and creators). ONELAN'S British made media players represented a perfect fit and Allen Creative, a ONELAN reseller, who has installed digital signage solutions in many restaurants and retail outlets, was asked to help with the solution.

### Project objective

The basic project objectives were to display a three part menu system and a display for click and collect order queuing. FARM also wanted the ability to change content remotely, due to the flexible nature of the seasonal menu, as well as the ability to change menus and content throughout the week and throughout the day.



## Why ONELAN

- Jack Wilders - Digital Signage Manager of Allen Creative told us:-  
'Allen Creative has used ONELAN on a number of previous projects and I personally have deployed the system across a broad range of environments so I am always aware of the three key factors that make the ONELAN solution perfect for this kind of deployment:
- **Flexibility**  
Utilising key features such as PLI Tagging means that we can run the system from only one channel and one playlist and content is directed to the relevant display so that the correct menu items show on the correct screen. We are also utilising the advanced scheduling system to swap between breakfast and lunch menus as well as advanced conditional play features so that daily specials show on the day that they are relevant.
- **Reliability**  
We have used fanless players for added reliability in what is a hot high pressure environment and we have seen 100% reliability as expected from ONELAN's Net-Top-Box (NTB).
- **Reliability**  
We have used fanless players for added reliability in what is a hot high pressure environment and we have seen 100% reliability as expected from ONELAN's Net-Top-Box (NTB)



For Further Details

Our address:  
Andersen House, Newton Road,  
Henley-on-Thames, RG9 1HG, UK  
T: +44(0)1491 411 400  
F: +44(0)1491 579 254  
E: Sales@onelan.com  
www.onelan.com

## End Result

- The final result is a high quality finish menu system mounted from the ceiling and framed in keeping with the look and feel of the store driven by a flexible, reliable easily manageable backend.'