

# LSI Case Study



## Burger King

LSI Industries has been providing image solutions to Burger King for over 15 years. LSI Graphic Solutions designed and manufactured unique interior and drive-thru static menu boards, utilizing either sliding or rotating menu day-parting. These traditional menu boards also featured back-lit areas with full graphics and front-lit menu slat panels. Currently LSI is the sole provider of the traditional drive-thru and presell menu boards.

In addition, LSI is a supplier of a full digital display interior solution. The digital display solution can have either 3 or 4 in-line 46" LCD displays depending on available space. This complete turn-key solution offers a great deal of control from the franchisee level as each location is provided a secure log-in to control specific pricing displayed on that specific site's menu. LSI manages national menu updates with BKC and the franchisee to ensure site preparedness.

LSI Implementation & Program Management conducted facility surveys and permitting to ensure proper menu boards were ordered, then provided complete installation services. LSI Quick Service Restaurant Lighting provided interior and exterior HID and LED lighting systems to meet the client's needs for merchandising, safety and security.

**Products Used:** Interior menu boards  
Drive-thru menuboards  
Crossover LED area lighting  
HID area lighting



Seeing is Believing