

BURGERS HOT



F&B

Quick Service Restaurant

LG Information Display

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LG QSR Solutions can meet the needs of various stakeholders.

LG QSR Solutions



Grace
Customer

QSR customers need fast service, accurate and convenient ordering, and non-face-to-face service.



Mark
QSR store manager

QSR store manager has a need to increase sales, reduce costs and run stores more efficiently.

Full lineup display

A wide range of products such as Window Facing Display, Outdoor Display, Standard Display, Transparent OLED, Videowall, etc., can be used for various spaces and purposes.

Outstanding quality

The best picture quality and bright brightness from all angles to clearly and vividly express the original colours of food.

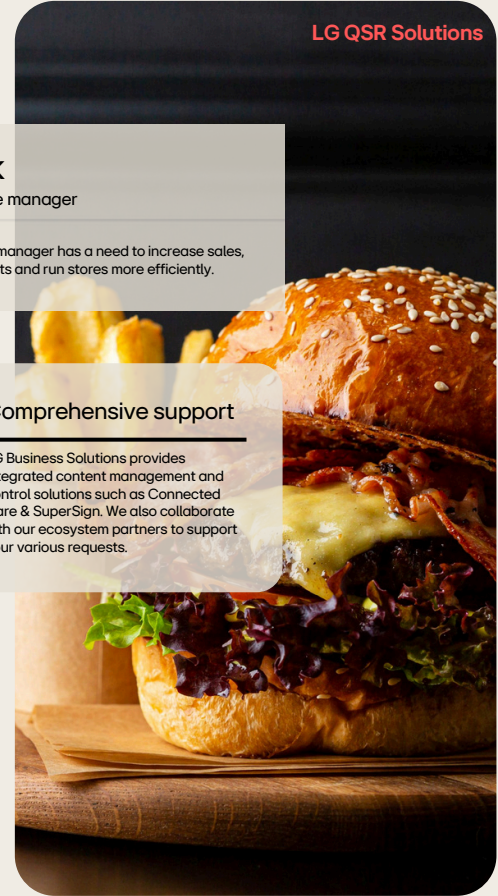
Comprehensive support

LG Business Solutions provides integrated content management and control solutions such as Connected Care & SuperSign. We also collaborate with our ecosystem partners to support your various requests.

What is the current status of the QSR?

There is an overwhelming number of QSR stores in the Australia & New Zealand, and the global QSR market is growing rapidly.

Currently, in terms of the number of stores of the global leading QSR brands, Asia Pacific has the largest number of stores after North America, the projected growth rate of the QSR market in the APAC market from 2021 to 2027 is estimated at 5.4%. Globally, the QSR market is expected to grow very rapidly.



How is the QSR changing?

QSRs are strengthening operational efficiency and customer convenience by actively introducing automation, AI/Machine Learning, robots, management systems, and cloud technologies.



QSRs are increasing the provision of non-face-to-face services by gradually introducing automation technology according to the conditions and circumstances of the store.

They are increasing sales through personalised menu recommendations by identifying consumer preferences based on artificial intelligence and machine learning. In Australia, for example, an app scans an order, reveals ingredient details, and shows the process (Farmer's Story) of the food being made.

Restaurant systems enhance operational efficiency by predicting inventory depletion, scheduling food orders, and staffing based on peak times. They improve customer experience through Beacon communication and biometrics, reducing waiting times.

Real-time interworking of solutions and cloud-based Point of Sale (PoS) systems are crucial for Quick Service Restaurants (QSR), allowing data access on mobile devices.

The counter's digital menu board helps customers make decisions, and the queuing display minimises space congestion.

Spatial characteristics

- A space to maximise customer interest and promote promotional menu
- A space that influences customers' purchasing decision
- A space to inform customers of their order status

LG's solution

- Standard: enhanced menu visibility with crystal-clear UHD
- Video Wall: maximise promotional effect through large slim-bezel display, which is connected to SuperSign that allows for the production, scheduling, release, and monitoring of content
- Kiosk: harmonious with the interior design, support customers' self-ordering and payment, and as well as content management through SuperSign QSR
- Transparent OLED: maximise publicity effect through promotions by attracting customers' attention



Explore how LG creates a better life for people and a better future for our planet through QSR Solutions.

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Your Innovation Partner

LG QSR Solutions

Digital signage enhances the in-store experience for both Consumers and Store owners. As a leading Brand in Information Display Technologies, LG Business Solutions commit to provide the best All-in-One Solutions connecting the brand with consumers. We are striving to provide not only LG's SuperSign CMS and ConnectedCare, also integrated with the tailor measured content management solutions to the Australian Customers.

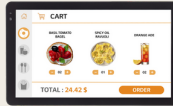
These provide superior displays with high picture quality, wide design flexibility and easy-to-use software, along with the blending real-time monitoring, which makes remote failure response possible, lowers TCO, and provides distinct experiences to customers.



LG Self - Service Kiosk 27K3PK-C



Window Facing Display 75XS4G-B



Outdoor Touch Open-frame Display 22XF1TJ



IP-Rated Outdoor Display Series 49XE4F-M



32:9 Ultra Stretch Signage 37BH7N



UHD Signage Display 55UH7J-H



webOS Standard FHD Signage 32SM5J-B



Transparent OLED Touch Signage 30EW5TP-A



LG ConnectedCare



LG SuperSign CMS

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LG Self - Ordering Kiosk

27KC3PK-C

Key features

- 27-inch Display with an Excellent Touch Sensitivity Interior Fit Design
- Windows OS
- Tactile Keypad



With seamless design in two tones of calming beige colors, LG Self-ordering Kiosk creates a harmonious atmosphere in your business space. It also contains 27" in-cell display with FHD and Windows OS.



[Learn more](#)



22XF1TJ

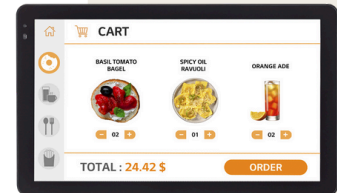
Key features

- Panel 21.5" IPS
- 1,920 x 1,080 (FHD)
- 1,300 nits (Typ. w/Glass)
- Portrait / Landscape
- Dimension / Weight 544.7 x 325.8 x 60 mm / 6.5 kg
- IP66 Rated Dust & Waterproof, Auto Brightness Sensor, Temperature Sensor, P-cap Touch, Built-in Wi-Fi Module, Control Manager

The 22XF1TJ has a P-cap Touch function, and the display accurately detects touch points even on the corners or edges of the display. The user is able to get the information they need by simply touching the screen.



[Learn more](#)



Outdoor Touch Open-frame Display

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IP-Rated Outdoor Display Series

49XE4F-M



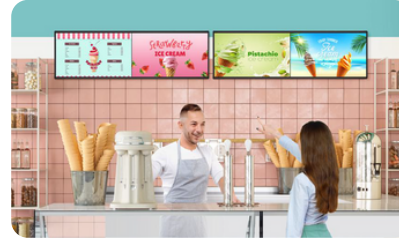
Key features

- Brightness(Typ.): 4,000 cd/m²
- Bezel : 38.4 mm (T/B), 26.0 mm (L/R)
- Interface : HDMI/ DP/HDBaseT/USB/ Audio/ RS232C/ RJ45
- Anti-Reflection Coating
- IP56 Design, IK10 Protective Glass

With a slim & robust design, XE4F series can be easily installed to meet the customer's needs in external environments that require complex installation conditions. And upgraded brightness captures the attention of customers even under strong and direct sunlight.



Learn more



32:9 Ultra Stretch Signage

37BH7N

Key features

- Resolution : 1,920 × 540
- Brightness : 700 nit
- 32:9 Wide Screen
- Slim Design
- SuperSign CMS, SuperSign Control+, SuperSign Cloud, Mobile CMS, LG ConnectedCare
- webOS Solution

37BH7N brings the Remaining Space to Life with Space-fitting 32:9 Widescreen. The Picture-by-Picture (PBP) feature allows you to show multi content in one single display. It is very useful and convenient to deliver various advertisements or pieces of information at the same time.



Learn more

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Window Facing Display

75XS4G-B



Key features

- Brightness : 4,000 nits (Typ.) / 3,200 nits (Min.)
- Resolution : ULTRA HD (3,840 x 2,160)
- Bezel : 13.8 mm (Even Bezel)
- Double-sided Usage with Dedicated Bracket
- Built-in Wi-Fi & Bluetooth

With a great brightness of 4,000 nits** and UHD picture quality, 75XS4G clearly deliver contents and attract public attention, which is the ultimate display for outdoor visibility. QWP*** enables clear visibility even when the viewer is wearing polarised sunglasses.



Learn more



Key features

- Brightness(Typ.) : 700 cd/m²
- Surface Treatment (Haze) : 28%
- Bezel : 9.9 mm (T/R/L), 14.4 mm (B)
- Depth : 39.9 mm
- Interface : HDMI(2)/ DP/ DVI-D/ USB 2.0(2)/ RS232C/ RJ45/ Audio/ IR
- Built-in Speaker

With a great brightness of 700 cd/m², the UH7J-H series clearly deliver content and attract public attention, making it the most suitable display for marketing in airports, retail, shopping malls etc.



Learn more



UHD Signage Display

55UH7J-H

F&B Quick service restaurant
webOS
Standard FHD
Signage

32SM5J-B



Key features

- Brightness(Typ.) : 400 cd/m²
- Bezel : 13 mm (T/R/L), 18 mm (B)
- Depth : 55.5 mm
- Interface : HDMI(3) /USB 2.0/ RS232C/ RJ45/ IR / Audio Out
- Built-in Speaker : 10W + 10W

With LG's webOS 6.0, upgraded in SoC and web engine, the SM5J can turn your QSR solution for a smooth execution of several tasks.

This smart signage platform enhances user convenience with an intuitive GUI and provides to SI and/or developers simple app development tools such as SDK (Software Development Kit), SCAP, and sample applications.



Learn more



Transparent
OLED Touch
Signage

30EW5TP-A

Key features

- Brightness: 500 nit (Typ.)
- Resolution: ULTRA HD (3,840 x 2,160) Bezel: 17 mm (Even bezel)
- Built-in Speaker (10 W + 10 W)

Featuring self-lighting pixels, the display maintains vivid colors and high contrast ratio even when the display becomes transparent. It brings content to life from wide viewing angles, and the content blends into its surroundings seamlessly and naturally.

By adding P-Cap touch sensor film to the display, the utilization possibilities expand to various industries where customer interaction services are demanding. Users could enjoy its fascinating content using their fingertips.



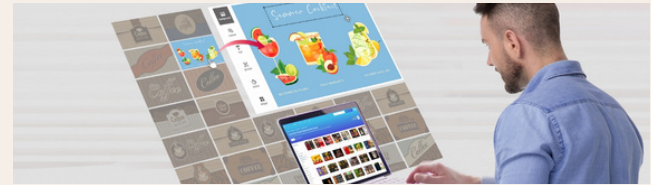
Learn more



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Manage Your Displays Intelligently with LG's Powerful Tools

LG QSR Solutions



LG ConnectedCare



Manage Your Display Anytime, Anywhere More Efficiently

LG ConnectedCare is a powerful cloud-based solution that provides remote monitoring and control of LG signage devices. It offers constant care for your business, as if you were there in-person. Through active monitoring, LG ConnectedCare reports abnormal operating conditions in your signage displays, ensuring stable operation and minimising device downtime. With the ability to remotely change device settings and manage multiple devices at once, LG ConnectedCare saves you time and money on costly on-site visits, making it the ultimate solution for signage operators

* The availability may differ by region, extended options and models, so please contact local sales for more details.
 ** Since LG ConnectedCare is a cloud-based solution, it may be affected by network conditions.

LG ExtendedCare

LG's True Value Begins After Purchase

Longer Warranty Brings You Relief



As digital displays become more advanced prices also increase. LG's extended warranty helps maintain your important asset in its best condition.

Problems Solved as Quickly as Possible



Our LG service team will reach you within the Next Business Day* depending on the coverage you select, thereby minimising downtime and quickly getting things up and running again.

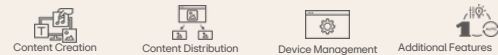
Leave It Up to Our Experts



Authorised and experienced LG service technicians will take care of every detail from repair to reinstallation.

* Next Business Day (NBD) may vary from country to country.
 ** Please note that terms & conditions may vary from country to country. Please ask local LG Sales for LG ExtendedCare. *** Sold separately.

LG SuperSign cms



Easy to Use Content Management Solution

LG SuperSign CMS is an all-in-one solution for content management that simplifies the process with its comprehensive range of features. With LG SuperSign CMS, users can create, edit, and schedule content with ease, and distribute it across a variety of LG devices. In addition, with external database connectivity, LG SuperSign CMS allows for real-time data to be displayed in conjunction with SuperSign content. This feature is particularly useful for displaying information such as weather conditions or flight status updates, which can be updated automatically and displayed in real-time.

LG SuperSign cloud

Spark Creativity and Boost Efficiency with a Cloud-based Content Management Solution

Remote Control



With a network connection, you can run the display operation wherever and whenever, and widely distributed types of equipment can be managed from one place, making the process efficient and convenient.

Reduced Initial Cost



Cloud server-based solutions have lower initial investment costs compared to on-premise solutions because they do not require physical servers or operation costs.

Professional Content Partners



Professional content partnerships allow you to access a vast collection of templates and other creative assets that cater to their unique business requirements.

* Design, Art, and Music services are only available to customers with paid subscriptions.

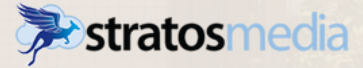
* Please be aware that additional purchases are necessary to access these features.

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Manage Your Displays Intelligently with LG's Powerful Tools



One Content Management System for all of your QSR needs.



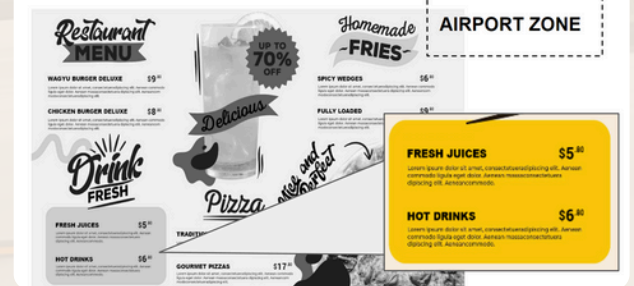
- Enterprise-grade security
- Platform built for scale
- Granular user permissions
- Advanced data integration capabilities
- Digital network management
- Drag and drop GUI
- IoT device integration
- Location Based Services
- Real-time advanced analytics

- POS integration **via API**, automating real time delivery of menu pricing and general data.
- Storage of content for instore playback, increases reliability and **reduces downtime**.
- **Automate** highly targeted content distribution including pricing by utilising store **attributes**.
- **Schedule** content by time of day, daypart, or event.
- Real-time display capability for promotional sales & stock sellouts.
- Supports any menu board display configuration and resolution.
- Natively runs on LG WebOS 6.0 and better.
- Content per display with full menu board takeovers also available.
- Real-time visibility of **remote playback** via the management console.
- Complete **touch integration and kiosk** capabilities.
- Native **QR code management** for delivery of offers and promotions. Includes reporting on user QR code engagement, delivering audience insights.

Dynamically driven pricing reduces operational effort and costs.



| MEAL | ITEM CODE | DESCRIPTION | ZONE A | PREMIUM ZONE | AIRPORT ZONE |
|--------|-----------|----------------|--------|--------------|--------------|
| | DESS-CC | CUPCAKE - C... | 4.5 | 5.5 | 6.8 |
| DRINKS | DRINK-FJ | FRESH JUICES | 3.5 | 4.5 | 5.8 |
| | DRINK-HD | HOT DRINKS | 4.5 | 5.5 | 6.8 |





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<https://www.lg.com/au/business/information-display>

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