



Zippy J's: Restaurant and Petroleum Solutions

Turnkey Services that Deliver Results

Zippy J's is a multi-site company with private and major brand convenience stores, restaurants, and travel centers. They were looking for a new, innovative solution to display dynamic content and product promotions. Federal Heath was selected to provide custom digital menu boards with an integrated content management system for the company's newest location in East Texas, near Dallas-Fort Worth. Zippy J's ownership chose to work with Federal Heath due to its ability to deliver synchronized content across two and three screen arrays, capturing customer attention and influencing purchasing decisions.

The Federal Heath team delivered software, hardware, installation, content management system training and customer service support. Zippy J's staff now has the ability to effectively reach customers with menu offerings, product promotions, and multi-screen branding animation delivered in three dayparts: breakfast, lunch and evening. The full package included:

- » Major Brand Petroleum Package
- » Digital Menu Boards
- » Digital Price Changers
- » Freeway View Pole Signs
- » Custom Canopy
- » Custom Screen Installation





Digital Sign Delivery

Our solutions for Zippy J's included:

- » Three screen display arrays that include a content management system, or CMS. Our CMS has multiple screens working in tandem as a single screen with single images spanning across all three screens.
- » CMS also includes time sensitive functions (automated content changes for separate menus, e.g. "breakfast, lunch, and dinner").

Digital content capabilities include image effects, such as streaming graphics, price and calorie counts, intuitive operating system, and ongoing system updates, consultation, and support. Through our content management system, you can access training, updates and technical support. Federal Heath also offers warranties for manufacture and install.

Along with providing digital signage solutions, Federal Heath's project management team will work with you to coordinate logistics through the entire process, including site surveys, scheduling, and coordination. We will also do hardware requisition including: displays with internal or external media players, wall mounts, pole suspension mounts, struts/anchors, and wiring/cables.

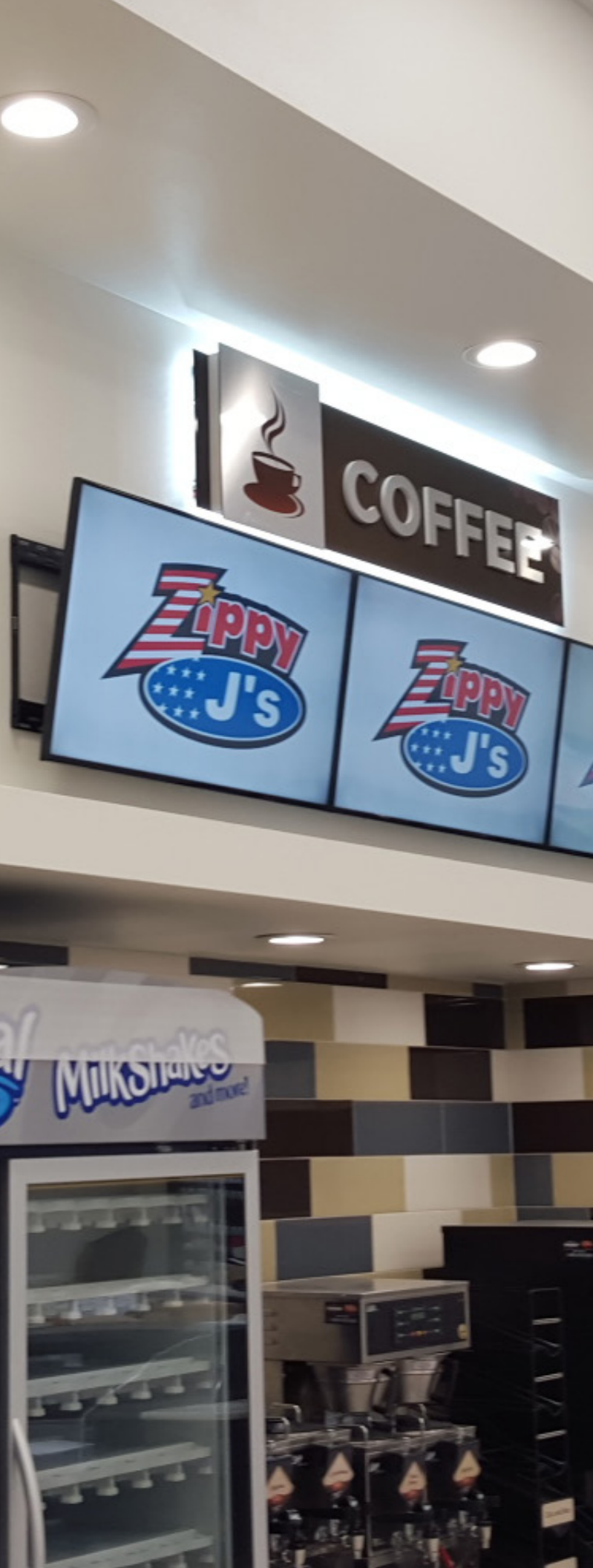
Virtual advertisements, customizable menu boards, and digital screens are a modern solution to increase sales.



Price Sign Rescue

Shortly after Federal Heath developed the digital menu board solution and implemented an installation schedule, Zippy J's ownership encountered an unexpected problem. Just days before the grand opening, the main monument sign – supplied by a separate vendor – still required installation of the price change modules. Additionally, the sign required hard-to-source,

white LED illumination and associated hardware. Zippy J's turned to Federal Heath for a solution. Not only were all components in stock, but the production staff also rearranged workflow to expedite the installation of the remaining equipment. Federal Heath's flexibility helped accommodate the tight turnaround and all work was completed with time to spare.



Results

What began as a desire to add digital menu boards to a newly branded store, Federal Heath's design team developed into a new value-driven, bundled solution that includes:

- » Custom LED illuminated canopies
- » Freeway elevated and petroleum branded pole signs with LED price changers
- » Custom exterior slat walls
- » Multi-display digital menu boards

Retail and fuel traffic combined rose significantly with the exterior visual enhancements for Zippy J's, in some cases increasing by more than 20%. Interior sales spikes and enhanced customer experiences are directly correlated from the client-produced digital content featuring synchronized digital content, local content, dayparting, and supplier produced video content.

Impressed with the initial project's results and problem-solving solutions, Zippy J's has tapped Federal Heath to implement the new package at the remaining 19 locations. The client was satisfied with the end result and referred another local business owner with 10 locations to Federal Heath. Similar to Zippy J's, we're helping the client with a complete exterior signage package with pylon signs.

Federal Heath is a visual communications company providing resources and capabilities to fully integrated, turnkey solutions that deliver results with a curb-to-counter approach.