

# VGS Simplicity Digital Menu Board System Rollout with D'Angelo Grilled Sandwiches

CARLSTADT, N.J., Dec. 3, 2012 (SEND2PRESS NEWSWIRE) – Visual Graphic Systems Inc. (VGS) announces its **Simplicity™ Digital Menu Board System** rollout with D'Angelo Grilled Sandwiches, a sandwich chain located in the upper Northeast (Connecticut, Massachusetts, Maine, New Hampshire, Rhode Island). Simplicity™ was installed and launched in 160 D'Angelo locations, from August 9 – November 27, in combination with static MagaLens® menu boards to create a hybrid menu system.

The aggressive rollout schedule also included the placement of point-of-purchase materials, such as poster holders for promotional materials (feature boards) and freestanding displays, comprised of **Ovations® pole systems** for maximum flexibility and messaging.

The new menu board and P.O.P. rollout was part of D'Angelo's makeover aimed at the so-called millennial generation, featuring a "Think with Your Stomach" advertising blitz. The newly installed LCD flat screens – utilizing the VGS Simplicity™ Digital Menu Board System – feature menus and deals including a build-your-own option for cold sandwiches.

Simplicity™ is a first-of-its-kind solution designed specifically for food service **Menu Board** applications. This solution allows users to easily update and manage their product, price and promotional information within three mouse clicks. The Simplicity™ Digital Menu Board System is also an affordable, easy way for restaurant operators to update nutritional information in compliance with menu labeling laws.

Beginning with a custom, professionally designed content portal (accessible online) and custom content templates, Simplicity™ seamlessly integrates with existing decor, taking on the same look and feel of the user's brand. Once the portal and templates are created, users can begin editing content quickly and easily using a three-step process. Included in this process are functions for day-parting or scheduling using an intuitive built-in calendar; data can also be integrated with an existing customer-supplied POS system.

Updates do not require design or computer programming skills and can be made via the web, in real-time, using a desktop system or mobile device. The system is also hardware agnostic, so customers can supply their own HD LCD monitors.

VGS, as a full service manufacturer of next generation signage, also supplies complementary products to support all-digital or hybrid menu board systems such as wall murals, freestanding displays, countertop displays and wall/ceiling displays.

**About VGS:**

Headquartered in Carlstadt, N.J., Visual Graphic Systems Inc. (VGS) is recognized as a leading innovator in the design and production of visual communication and marketing systems. Their business is unique in that they offer turnkey services – from design to fabrication – with global project management capabilities. For over 30 years, VGS has designed, manufactured, and installed a thousands of high quality, innovative architectural signage programs, brand development, digital displays, fixture systems, eco-friendly solutions and menu boards for a variety of industries, including corporate, food service, c-store, hospitality, entertainment, education and retail.

For more information about VGS' [products](#), [projects](#) and services, please visit <http://www.vgsonline.com/> .

To speak directly to a representative, please call 1-800-203-030 or contact VGS at [info@vgs-inc.com](mailto:info@vgs-inc.com).

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