Chameleon for Digital Signage

Engage Patrons to Boost Sales and Return Visits

The Waverley Hotel Bar

The Waverley Hotel Bar and Restaurant is one of the hottest musical venues on Vancouver Island. Upcoming performers, daily food specials and what's on tap today is important information for patrons. The Waverley employs a Chameleon player on a 55" screen to keep visitors engaged, informed and enticed to return to hear the next band or try another local craft brew.

Provide a Great Patron Experience, Increase Orders and Return Visits

Keep your patrons engaged, informed and returning with the Chameleon Digital Signage system. Attract their attention to show current and upcoming food and drink specials or entertainment events. Nothing helps sell a new menu addition better than attractive graphic and video content that presents the items in colorful detail. Provide reservation information for special events or other promotions so your customers are assured to return. Signage content can be automatically changed on a preset schedule to align with currently active and planned special menu items. Keep patrons engaged by showing local weather, news, or sports scores. Chameleon will help you boost sales and keep your patrons coming back.

How Chameleon Works

Chameleon runs directly on a tablet or set-top player that plugs into any plasma, LED or LCD screen. Display content is managed through a cloud server-based dashboard so you do not need to purchase or maintain any computers or servers at your restaurant. Upload and configure your display content using a web browser from anywhere on the internet and the displays update automatically. Chameleon is easy to use and these steps are explained in both online videos and user's guides so that anyone on your staff can learn how to configure display content.

Low Cost

Chameleon software is licensed per display at a cost of $ per month or $ per year with no fixed contract term. The $ Chameleon player can be used with any standard monitor or TV. ᶠ

For additional info, please contact

Inside100 Retail Solutions on 0412 122 055 or via email at info@inside100.com.au or website: inside100.com.au

Digital Signage Benefits

- *Entertaining: Keep visitors engaged while waiting for service*

- *Enticing: Show seductive images and videos depicting menu items to increase order sizes*

- *Informative: Provide drink and menu details to help patrons may informed choices*

- *Compelling: Show upcoming events and menu specials to keep your customers coming back*

- *Economical: Chameleon digital signage provides you with a means to boost sales for less than a dollar a day*

"I only had a chance to try one item on the dessert menu, but I can see many others that I would love to try ... I will definitely be back next week!"

Announcing upcoming events is a great way to ensure patrons return.