



CLARITY'S AP/LCD™ DISPLAYS PROVIDE MCDONALD'S WITH "SPECIAL INGREDIENT" FOR DIGITAL MENUBOARDS



As competition and demand for consumer dollars increases, quick-serve restaurants are faced with the challenge of remaining differentiated, while striving for high standards of customer service and increased profitability.

The implementation of a Digital Menuboard system utilizing Clarity's AP/LCD™ displays, can help meet those needs by maximizing the effectiveness and efficiency of many business functions.

Dynamic Digital Menuboard Can...

◆ *Improve Effectiveness of Marketing Initiatives*

- Target Messages to Specific Day-parts
- Influence Buying Decisions
- React Quickly to Changing Market Conditions
- Ensure POP Campaign Compliance

◆ *Increase Operational Efficiency*

- Reduce POP Production & Distribution Costs
- Remain on the Cutting-Edge of Technology
- Train Employees During Non-Open Hours

◆ *Improve Customer Satisfaction*

- Engage Customers & Reduce Wait-Line Fatigue
- Provide Thorough Up-to-Date Information
- Reduce POP Clutter

38" LEOPARD

Clarity developed the 38" diagonal *Leopard* display specifically with the unique needs of quick-serve restaurants in mind. The result is a cost-effective design utilizing Clarity's revolutionary AP/LCD™ imaging technology, combined with a space efficient enclosure and robust modular components.

Model: VN-3820-VA

- Horizontal tiling (banner configurations)
- 10° Screen Slant
- Air/Grease Filter
- System Diagnostic LEDs
- Front & Bottom serviceable
- VGA Resolution (640x480 pixels)



Features & Benefits

AP/LCD™ is a well-proven rear-projection imaging technology which utilizes a collection of optical elements that provide outstanding contrast and brightness/color uniformity.



Efficient Form Factor

- Large Screens (More Information)
- Ultra Thin Borders (Image Tiling)
- Scalable Design (Expandable)
- Flush Mountable (Wall/Ceiling)

Superb Image Quality

- Image "Burn-In" Immune
- High Brightness & Contrast
- Glare Resistant Flat Screen
- High Resolution

Low Cost of Ownership

- Modular (Replaceable) Components
- Low Power Consumption
- Minimal Periodic Image Adjustments
- Long-Lasting Lamps (8,000-12,000 hrs)

AP/LCD™ vs. PLASMA

Despite plasma technology's appealing form factor, it has major drawbacks, including image burn-in, brightness degradation, and high power consumption.

Clarity's AP/LCD™ displays, however, offer a superior performance in these areas and more at a much lower initial and long-term cost of ownership.



DISPLAY CHARACTERISTICS	TYPICAL 42" PLASMA	CLARITY 38" AP/LCD
IMAGE QUALITY		
Image Retention or "Burn-In"	Highly Susceptible	Immune
Brightness Longevity	Phosphor Degradation	Replaceable Lamp
Glare Resistance	Flat Glass Screen	Flat Acrylic Screen
Contrast Ratio	450:1	1500:1
Brightness	88 ftL	150 ftL
Native Resolution	852 x 480	640 x 480
INSTALLATION/MAINTENANCE		
Wall/Ceiling Mountable (flush)	Yes	Yes
Depth	3.3"	18.7" (23" top)
Weight	69.4 lbs	60 lbs
Modular Components	No	Excellent
Front-Side Serviceable	No	Yes
FUNCTIONALITY/EFFICIENCY		
Screen Area	5.1 ft²	4.7 ft ²
Bezel/Border Width (Wasted Area)	2.25"	.15"
Scalable (Seamless Image Tiling)	No	Excellent
COST OF OWNERSHIP		
Power Consumption	350 watts	160 watts
Initial Cost per Display (MSRP)	\$5,999	\$6,990
5-Yr Cost of Ownership (per display)	\$17,403	\$9,923
5-Yr Cost per Sq. Ft (screen area)*	\$3,427	\$2,112

* See attached page for more detailed information

The most favorable display type for each characteristic is shaded.