



Hybri360™ Outdoor Digital Menu Board



Features & Benefits

- Easily and automatically change menu at different times of the day
- Maximize menu space
- Update pricing and highlight new items immediately from one central location
- Dynamically promote specials via eye-catching animations & graphics
- Deliver strong and consistent branding messages
- All-digital or hybrid digital/static options

Why Texas Digital?

- Core competency—Texas Digital has been communicating business vitals for more than 35 years
- 19,000+ units installed worldwide
- Our continued dedication to research and development ensures that you will benefit as our products improve and evolve
- Our unique Best Value Guarantee™—the only one in the industry—ensures you get the absolute most from your purchase



Maximize your sales with digital menu boards

The Hybri360™ Digital Menu Board (DMB) gives QSRs the opportunity to gear advertising toward specific demographics at different times throughout the day. Menu items, combo meals, specials and other digital advertising can be scheduled to run at particular times of the day or days of the week to maximize your ability to reach the right customer and the right time.



Three panel menu board with 32" Outdoor LCD center panel for digital messaging.

The flexible nature of the Hybri360 DMB allows you to add, delete or change prices on any number of items instantly with the click of a mouse. Switching from breakfast to lunch to dinner menus occurs automatically, based on each day's schedule, which eliminates the need to switch out or rotate menu boards. And if you have multiple locations, each menu board, regardless of location, can be controlled from one central location.

The DMB is a web enabled solution that supports instant content programming, allowing for customized messages by time of day and location while delivering influential digital motion graphics for up sell, cross sell and promotional sale opportunities.

Additionally, the Hybri360 DMB provides the option to visually confirm orders at the point of purchase.

Units are available as all digital versions or a hybrid option that incorporates static and dynamic content on one unit.

With more than 19,000 units installed, Texas Digital is the leader in display technology and offers the most widely installed, reliable digital solution available for your restaurants.

Hybri360 DMB Specifications

Sample Content



Digital Menu Board



Digital Menu Board with Upsell/Cross Sell Message



Menus can change automatically based on time of day



Order Confirmation



Animated Marketing Message

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Display Device

Type	Color LCD, Active TFT	Colors	16.7 million
Size	32" Diagonal	Brightness	Sunlight Readable
Resolution	WXGA 1366x768	Brightness Control	Automatic with ambient light sensor
Refresh Rate	60 Hz	Cabling	VGA via CAT5
Color Depth	24 bit	Max Cable Length	1000 Feet

Diagnostics

Information Available	Internal and external temperature, display operational status, brightness settings, power supply status, thermal management status
Interface Type	Serial RS-232 / RS-485
Access	IR remote to access diagnostic tools and color adjustments

Environmental / Power Requirements

Minimum Temperature	-25F Operating / -20F Cold Start
Maximum Temperature	+115F Direct Sunlight / +125F Covered
Thermal Management	Internal heaters and active cabinet cooler
Thermal Control	Internal temperature sensors with microprocessor controller
Ingress Protection Rating	IP65
Supply Voltage	120 VAC, 60 Hz

Regulatory Certifications

UL	UL 60950
cUL (Canadian)	CSA 60950

Menu Board

Dimensions	69" h x 65" w x 7" d
Weight	350 lbs.
Mounting Plate	42" w x 19.5" d



Delivering Business Communication Vitals

www.txdigital.com

sales@txdigital.com

Toll Free (North America): 800.693.2628

Outside North America: +1.979.693.9378

Fax: 979.694.2402

400 Technology Parkway

College Station, TX 77845