



Going Digital

The Capabilities of A Digital Content
Management System

The Howard Company

Digital Tiers

You have determined to GO DIGITAL! We offer three tiers of services with the content management software. You choose the best template tier that best accommodates your needs: Basic, Data Feed or Layered (fully editable) Template.

The Basics

The Basics is for those who only need to use the program for the bare minimum; Upload a jpeg of the menu with areas of rotating images and switching out limited time offers. If you're using another program to make edits or working with the Howard Designers, **The Basics** might be all you need for your digital screens. Training session for **The Basics** will cover the following:

- Uploading jpegs (your menu)
- Scheduling Content
- Changing out Videos/Images to a designated area.

Everything else on your menu (other than what's mentioned above) will be a solid graphic. If you see yourself changing pricing often, the second tier Data Feed would be a better fit for you!

Data Feed

Data Feed is similar to **The Basics** where you would still need another program to make content changes (or work with the Howard Designers) and upload your menu as a jpg, however, within this tier, you can make price changes whenever necessary on your own. Training session for **Data Feed** will cover the following:

- Editable Pricing / Calories
- Uploading jpegs (your menu)
- Scheduling Content
- Changing out Videos/Images to a designated area.

When it's time to make changes such as adding new items, revising listings or descriptions, or just moving things around, you'll need to contact our digital support team. If this is something you plan on changing regularly, you may want to consider **Layered Templates**.

The Basics:

SOUP
All Soups are Homemade from Scratch Using Only the Finest Ingredients
Cup 3.95 Bowl 4.50
•New England Clam Chowder
•Lobster Bisque
•Gazpacho (Cold)
•Vichyssoise (Potato & Leek) Served Hot or Cold
•Chicken Vegetable

DESSERTS
Caramel Apple 3.95
Wrapped in Filo Pastry
Strawberry Shortcake 3.95
Triple Chocolate Mousse 3.95
Honey Ricotta Cheesecake 3.95

SPECIALS
Taco Salad 5.95
Ground Beef, Lettuce, Tomatoes, Black Olives, Cheddar, Sour Cream, Avocado, Black Beans & Sweet Corn w/Tri Color Tortilla Chips

Upload Jpg of Menu
If you already have your menu content created in another program (ie: Photoshop/Illustrator) you can use **The Basics** to upload the jpeg and schedule when they play on screens

Rotate Images:
You can rotate images/or videos and update to different ones at any time – however, you will not be able to move them from their current location within the template

Data Feed:

APPETIZERS
Smoked Salmon Canapés 7.95
Served in Phyllo Cups w/Caper & Guava Lemon Beur Blanc
Assorted Quesadillas 6.95
Served w/a Tropical Fruit Salsa
Brie & Mango Brie & Pear
Chicken & Smoked Gouda Sliced Tenderloin & Gorgonzola
Pineapple Chicken & Teriyaki Beef Kabobs 7.95
Stuffed Portabella Mushroom Cap 7.95
Stuffed w/Spinach & Goat Cheese, Drizzled w/a Roasted Red Pepper Couli
Jumbo Shrimp Cocktail 8.95
Served in a Radicchio Cup w/Cocktail Sauce & Lemon
Granola Coated Tropical Fruit Skewers 6.95
Served w/a Low-Fat Yogurt Dipping Sauce
Baked Middle Neck Clams 7.95
Served Casino or Oregonata Style
Plantain Encrusted Jumbo Lump Crab Cakes 8.95
Served w/a Grainy Mustard Sauce

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Pricing:
Pricing can be updated through the data feed and automatically update on your screen when published

Menu Item	Price
1 Old Fashion Lemonade	1.50
2 Sweet Tea	1.25
3 Tart Limeade	1.50
4 Southern Breeze	2.25
5 Lemon-Blueberry Tea	2.25
6 Small Coffee	3.49
7 Medium Coffee	4.09
8 Large Coffee	4.99
9	

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Digital Tiers

Layered Templates

Layered Templates allows you to do pretty much anything and everything within the limitations of the content managing software. **Layered Templates** allows flexibility for making your updates immediately without paying an additional design fee for simple changes as you would have under **The Basics** or **Data Feed** package. Training session for **Layered Templates** will cover the following:

- All text is editable; Pricing, Calories, Item Name, Item Ingredients – You have total control
- Move Images/Videos around where they better compliment the design
- Change out the Background image. Swap out a wood texture for a more modern look
- Learn how to create new templates for future locations
- Uploading jpegs
- Scheduling Content

However, the software is designed for “Digital Content Managing,” so even with **Layered Templates**, there are some limitations of what you can do and still may need to use a design program or assistance from the Howard’s Designers.

If you have your own menu design that you’d like to use – just submit it to the Howard Company’s design team and they’ll get your templates started for you!

For submitting your own art, click to review [Art Requirements](#)



Change the Look:
Change the background to a new image to give your menu board a refreshed look!



Change Menu Items:
You can rearrange the layout to add new content and menu items



Digital & Design Services

Our designers have over 10 yrs of experience in menu design. Whether you are looking to increase engagement and revenue with your menus, or need assistance with digital content creation – our designers can assist and create a designs that aligns with both your needs and brand.



[Click to Learn more about our services](#)



A Digital Content Manager *is not a Designer*

Things To Consider

A digital content manager is a useful program to help organize and update content within your digital menu board, but it's quite limited when it comes to **designing** a menu.

You will either need design programs or hire a designer to help you with your digital graphics* for

- Adding Style Effects
- Retouch/Editing Photos
- Custom Shapes

Style Effects

The software allows the ability to upload custom fonts, choose text color, and make them bold or italicize. In order to use any style effects like the below, you will need to create it within another program and upload it as a jpg or png file.

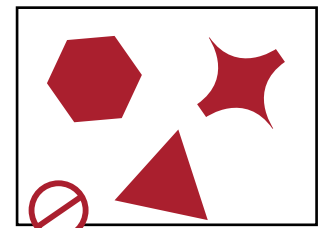


Original Photo



Photos


You can upload a new product photo and be able to crop or scale the image as it appears. To remove the backgrounds or add filters and special effects, you'll need to make those adjustments within a program that has those editing capabilities such as Adobe Photoshop.



Shapes

The digital content manager includes Squares, Rectangles and circles in the template builder. Stars, triangles and custom shapes will need to be imported in as a jpg or png file.

**The Howard Company includes content creation with any purchase of digital bundle or printed graphics.*

 = Indicates effects that are not supported in the Software