

THE HOWARD COMPANY, founded in 1950, is an employee-owned point-of-purchase display manufacturer located in Brookfield, Wisconsin. We specialize in menu boards and food service products, as well as permanent and semi-permanent retail merchandising displays.



DRIVE-THRU CHOICE DRIVE-THRU HYBRID SOLUTION

FEATURES

- Ambient light sensors in the digital screen adjust the high-contrast panel automatically to match current lighting conditions.
- Steel construction provides strength, stability and withstands hurricane wind force.
- Wind load rated up to 110 mph; 90 mph with topper and side appendage.
- Metal powder coated finish is fade-resistant and sheds heat fast.
- IP68 Rating providing maximum protection to internal components by preventing water, dust, ice or air from entering the flat panel display. The dynamic heating and cooling systems keeps internal components safely warmed in extreme cold and properly cooled in extreme heat.
- Practical modular design for quick repairs or maintenance.
- 7 standard colors (custom colors available with additional lead time. (Call for quote)
- Lead time: 10 business days.

OVERVIEW

Are you having difficulty deciding between a static menu board and full digital menu board?

You need a menu board for your drive-thru. Why not opt for the practical static menu board with a versatile digital screen? The digital screen, which boasts an impressive 2,500 nits for optimum screen brightness, is perfect for specials and LTO's, or to highlight your highest margin items.

The perfect blend of static and digital menu panels highlight versatility making the DT Choice Hybrid the affordable solution.

Our QL Content Manager is a web-based interface that enables users to create, organize, manage and publish content to networks of displays. The solution supports all popular media formats, and provides real-time feedback and reporting.

Have your menu board turn into an additional branding and suggestive selling tool with digital content!