THE HOWARD COMPANY

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 FLEX

DRIVE-THRU DIGITAL SOLUTIONS

OVERVIEW

- The flexible design allows any combination of digital and static menu boards in the same housing, and placed how you prefer. You may want two digital menu boards and one static. Place the static flanked by the digital, or the digital screens next to each other with the static to one side.
- Revolutionary modularity allows you to upgrade as your business grows, even after installation with minimal interruption to drive-thru operations. You can start with a single door with the option to upgrade to the 3-door unit by swapping out the frame on site (keeping the base, the backing and hardware). If you have a 3-door static unit, you can upgrade to a digital with the flexibility to add one, two or three digital screens in the future. Upgrades can be done on site with only slight modifications to the housing backing.
- The dynamic heating and cooling system guarantees internal components are kept safely warm in severe cold and properly cooled in extreme heat.
- Screens are weatherproof, have a thin profile, and operate independently of each other for easy installation and maintenance.
- Ambient light sensors assure the information displayed is visible regardless of the time of day or weather.
- Ultra-thin 1/4" bezel and full 1080p HD screen offers clear viewing of menu content to edge of screen.
- Our 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.

FEATURES

- Easy two-person installation process
- Withstands pressure washing from any angle.
- Eliminates air conditioning to cool the systems.
- Practical modular design for quick repairs or maintenance.
- Wind load rated up to 180 mph.
- Light boxes and digital screens can be on separate power supplies

OPTIONS

- 3 Digital Screens.
- 2 Digital Screens & 1 Static Graphic.
- 1 Digital Screen & 2 Static Graphics.

1375 North Barker Road • Brookfield, WI 53045 | toll free: 800.782.6222 | direct: 262.782.6000 | fax: 877.782.6515
info@howardcompany.com | howardcompany.com