



QSR, Cafés and Restaurants

Introducing LiveSpace

What does LiveSpace digital signage do?

LiveSpace is a digital signage system based on a centralised server providing content to client screens in many locations over the internet. The LiveSpace user interface is accessed via a web browser and uses the latest web technologies and can be used on a PC, tablet or mobile phone.

Our systems manage over 56,000 screens every day. They deliver live data and information to screens in real-time for many organisations around the world, some of which are household names. LiveSpace allows you to create playlists of images, videos and web pages to be displayed immediately or using the built in scheduler. It can also take data feeds from multiple sources and update screens in real time using a sophisticated algorithm that ensures a rapid update with minimum bandwidth requirements.

LiveSpace is designed for many types of business. These include retail, food and beverage, transport information systems, the travel sector, education, health and the banking and insurance industries.

How does it work?

Most client's systems are managed centrally via a cloud server. Users are required to sign in with their credentials in order to access the system. Depending on their access rights provided by their login, users can;

- Create and maintain groups of displays
- Add or remove users and change their access rights
- View a preview of the contents displayed on screens
- Add and remove pages
- Create and edit carousels of pages
- Schedule pages or carousels for display
- Select a page or carousel to be displayed immediately
- Monitor the status of connected clients
- Add and remove client screens

At the screen end is a mini PC with either dual output for HD screens or single output for 4K screens. The mini PC connects to the central server via the internet. Content is cached locally so that the displays continue to work even during network interruptions.

Screens and other display options

LiveSpace will work at any resolution. HD (1080p) and UHD (4K) are the most commonly used resolutions in digital signage projects. Higher resolution screens provide better sharpness, higher brightness and contrast with better saturated colours. This also applies to tablets and other touchscreen technologies we employ in our various solutions.

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The great advantage of using screens is their flexibility. They can perform different functions at different times of the day or week. How you choose to use your screens and what you choose to display can be refined over time to adapt to changing needs.

A small enterprise typically uses several screens for different purposes. The screen content will be designed to display your branding and enhance your customer’s experience, enabling them to make better informed choices. The main screens usually display menus with prices and sometimes images showing examples of typical dishes. If you offer different products throughout the day to breakfast, lunch and dinner customers the screens are easily scheduled to change at the prescribed time with the correct information.

If it is appropriate LiveSpace can use a live data feed from a back-office system to display your prices without the need to manually enter them for display on the screens. If you have no easy way of automating price changes then don’t worry, LiveSpace always makes manual entry of key information available and simple to use.

How about managing choices? What if you run out of a popular menu item or conversely you need to reduce wastage and want to promote a slow selling product through some form of time-limited offer? With LiveSpace it’s easy and within your control to change the displays to keep customers informed.

Additional screens can be used for a variety of different purposes. They might be reserved for your latest offers, promotions and seasonal specials. Equally you may have a strong social media following and you choose to reserve a screen to display live updates. Naturally any combination of these is always available and simply a matter of deciding what and where you want to place information on the screens.

Touchscreens and tablets can be added to provide additional information. You might want customers to have access to dietary, nutritional and allergy advice.

Window screens	In-shop screens	Touchscreens
Outward facing attractor screens with your best deals.	Menu boards display your full menu offering. Great images help to sell your product.	Touchscreens keep customers engaged for longer. Automated ordering is also possible when EPOS & stock system information is made available
High-brightness screens maximise the ability to see the content in direct, bright sunlight	A mix of pages displaying your full menu plus today’s specials board	An easy to navigate menu will provide all the information you want to share. This might also include dietary, nutritional and allergy advice

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