

### SITUATION & SOLUTION

Cousins Subs has recently worked to modernize its stores. In their efforts of keeping-with-the-times, they were looking at rolling out new menu boards to all their corporate stores across the United States. SKC Communications and Brightsign, the digital signage provider, worked together to come up with options for the customer.



Since the inception of the partnership with SKC, Cousins Subs has purchased over 300 displays and Brightsign units. The menu boards consist of three 55" or 49" panels. One 49" panel is placed vertically for marketing and other signage needs. Work is currently underway to add outdoor digital signage displays.

