



New Peerless-AV Xtreme Outdoor Triple Digital Menu Board Unveiled at Digital Signage Expo

Menu board offers quick-service restaurant owners attention-grabbing, easily-updated and weatherproof digital signage

LAS VEGAS—February 12, 2014— Peerless-AV, a leader in audio-visual solutions, today introduced the Peerless-AV Xtreme Outdoor Triple Digital Menu Board at the 2014 Digital Signage Expo. Ideal for quick service restaurant (QSR) drive-thru applications, the menu board can also be used in other drive-thru applications, including banks and pharmacies.

Replacing traditional static menu boards, the Xtreme Outdoor Triple Digital Menu Board boasts a thin profile with units measuring only 8" deep, a modular design ensuring installation and removal of one display will not disturb the other two displays, and an easy two-man installation process without the need for cranes or forklifts.

“Quick service restaurant, pharmacy, and bank owners with drive-thru set-ups are looking for attention-grabbing, weatherproof and visually appealing [digital signage](#) solutions that can be easily, quickly, and cost-effectively updated with new content,” said Brian McClimans, Vice President, Global Business Development, Peerless-AV. “The new Xtreme Outdoor Triple Digital Menu Board offers all of this and more with a maintenance-free option.”

The Xtreme Outdoor Triple Digital [Menu Board](#) is comprised of a kiosk, Peerless-AV Xtreme displays and a rain cap, which doubles as a solar shield to reduce solar load within the kiosk. The kiosk is made of aluminum and steel construction, and is powder coated with a formula that will resist fading.

The Xtreme displays are designed to withstand the harshest conditions, featuring a patented Fully-Sealed Dynamic Thermal Transfer™ System. Through this system, the display’s internal components are kept safely warmed in severe cold and properly cooled in severe heat, reducing electricity costs. With an IP68 rating, the displays feature no vents or filters, making it impossible for moisture or microscopic dust to infiltrate the display, in turn allowing for easy cleaning through power washing. The displays are also optically bonded for sunlight readability with ambient light sensors, guaranteeing that the information being displayed is visible regardless of time of day or weather.

Compared with static menu boards, the Peerless-AV Xtreme Outdoor Triple Digital Menu Board removes the costs associated with purchasing new static menu prints. Any menu changes can now be done in minutes as opposed to days. The menu board also employs a topper and sidekick supports to display static Coroplast® and magnetic digital prints for short-term promotion items.

The Peerless-AV Xtreme Outdoor Triple Digital Menu Board is also available as a one display or two display system. It is currently available through Peerless-AV direct sales representatives and authorized distribution network.

Peerless-AV will be showcasing the Xtreme Outdoor Triple Digital Menu Board at the Digital Signage Expo (DSE) from February 12-13, 2014 at the Sands Expo in Las Vegas, Booth 905.

For more information about Peerless-AV, please visit: www.peerless-av.com, www.facebook.com/PeerlessAV, and twitter.com/PeerlessAV.

About Peerless-AV

Peerless-AV, a Peerless Industries, Inc. company, is a leading designer, manufacturer and distributor of Made-in-the-USA audiovisual mounting, accessory and digital content delivery solutions as well as the industry's first fully sealed outdoor TVs for commercial and residential applications. The company's innovative AV products span off-the-shelf, commercial and custom flat panel, projector and tablet mounts as well as cables, AV carts and stands, medical carts and stands, AV racks, AV furniture and a wide range of other accessories. The Peerless Technology Division specializes in wireless, kiosk, touch, digital audio and connectivity technologies that simplify today's complex digital equipment installations. Peerless-AV manufactures over 3,600 products that serve original equipment manufacturers, commercial integrators and consumer retailers in 22 vertical markets through direct sales representatives and authorized distribution. For more information, visit www.peerless-av.com.

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