

## Compass Group North America and EnQii Partner To Deliver Powerful Digital Signage Solution to Managed Foodservice Industry

New York, November 17th, 2009

Compass Group, the leader in food service management support services and EnQii, a leading global digital signage company, have announced a partnership to roll out a powerful digital signage solution across Compass Group cafés and dining centers in North America.

Compass Group locations that have already installed the new solution use a mix of various media content including menu boards, promotions, community messaging, news feeds, and other on-screen information and entertainment. This keeps the signage fresh, relevant, and informative for the consumer, and has led to an increase in customer satisfaction overall at those locations.

In addition to increasing customer satisfaction, the system is operationally friendly and easy to use. Content is updated using any internet browser, and can be managed centrally or locally – saving operators valuable time and providing the capability to instantly update any or all signs as needed.

“With EnQii digital signage we are able to enhance the dining experience for our customers. Industry studies have shown an uplift of over 20% in sales as well as significant increases in customer satisfaction when digital signage is deployed well. We are already beginning to see the value generated in the sites where we have rolled out the solution and expect this to continue to increase as we expand digital signage across our estate” said Rob Watkins, chief information officer, Compass Group, North America.

“Digital Signage provides real value within the food services sector”, says Stuart Armstrong, President of EnQii North America. “We have demonstrated increased revenues through the ability to flexibly target messaging throughout the day and immediately change menu items, pricing and promotions as well as reduced costs through better compliance and reduction of print and paper. We are extremely pleased that Compass Group has chosen EnQii for its digital signage needs.”



As part of their new food services sector division, EnQii has developed specific products for the sector including digital menu boards, quizzes, games and interactive services to entertain customers as they queue and enjoy their meals. These are part of EnQii's new state of the art EnGage platform, which is currently rolling out globally. Within the food services sector EnQii has been rolling out in university cafeterias, quick serve restaurants and hospital cafeterias.

### **About Compass Group North America**

Based in Charlotte N.C., Compass Group North America is the leading foodservice and support services company with more than \$9 billion in revenues in 2008. With 388,000 associates worldwide, its parent company, UK-based Compass Group PLC, had revenues of £11 billion in the year to September 30, 2008. For more information, visit [www.cgnad.com](http://www.cgnad.com).

### **About EnQii**

EnQii is a global leader in the digital signage and out-of-home media market with offices in New York, Toronto, London, Hong Kong, Shanghai and Melbourne. As one of the world's truly global digital out-of-home companies, EnQii currently services thousands of locations across more than 14 countries. EnQii couples a deep understanding of customer behavior with its powerful media technologies to provide clients with fully managed solutions that enables them to advance their overall customer communication strategy for many years to come. EnQii has recently been voted as the number one global digital signage provider for the second year in a row by [www.DailyDOOH.com](http://www.DailyDOOH.com). For more information go to [www.enqii.com](http://www.enqii.com).

### **Media Contacts:**

Sarah Hada, Compass Group North America, 704-328-1365, [sarah.hada@compass-usa.com](mailto:sarah.hada@compass-usa.com)

James Bremner, EnQii North America, 212-675-7820, [james.bremner@enqii.com](mailto:james.bremner@enqii.com)