

LSI Case Study



Dairy Queen

As a long-time partner, LSI Graphic Solutions Plus has produced and managed the installation of thousands of indoor and drive-thru menu board systems for the Dairy Queen organization throughout the United States and Canada. The original program included approximately 5,000 curved interior menu board systems that are customizable by restaurant concept and facility plus 3,900 exterior drive-thru boards. All back-lit and energy efficient, the aggressive rollout was done in a 9-month period by LSI Implementation & Program Management, using 25 installation teams across the country pulling material from 140 regional warehouses.

Most recently, LSI was chosen to design and produce menu board products to assist in the launch of the DQ Orange Julius program to 4,500 restaurants throughout the United States and Canada. This included adding additional interior menu boards and an illuminated adder to the drive-thru menu boards. LSI utilized its DQ Restaurant database to collaborate with franchises to determine the right products for the configuration of their specific restaurant. After the information was entered, the franchisee was provided an instant quotation that included freight charges.

