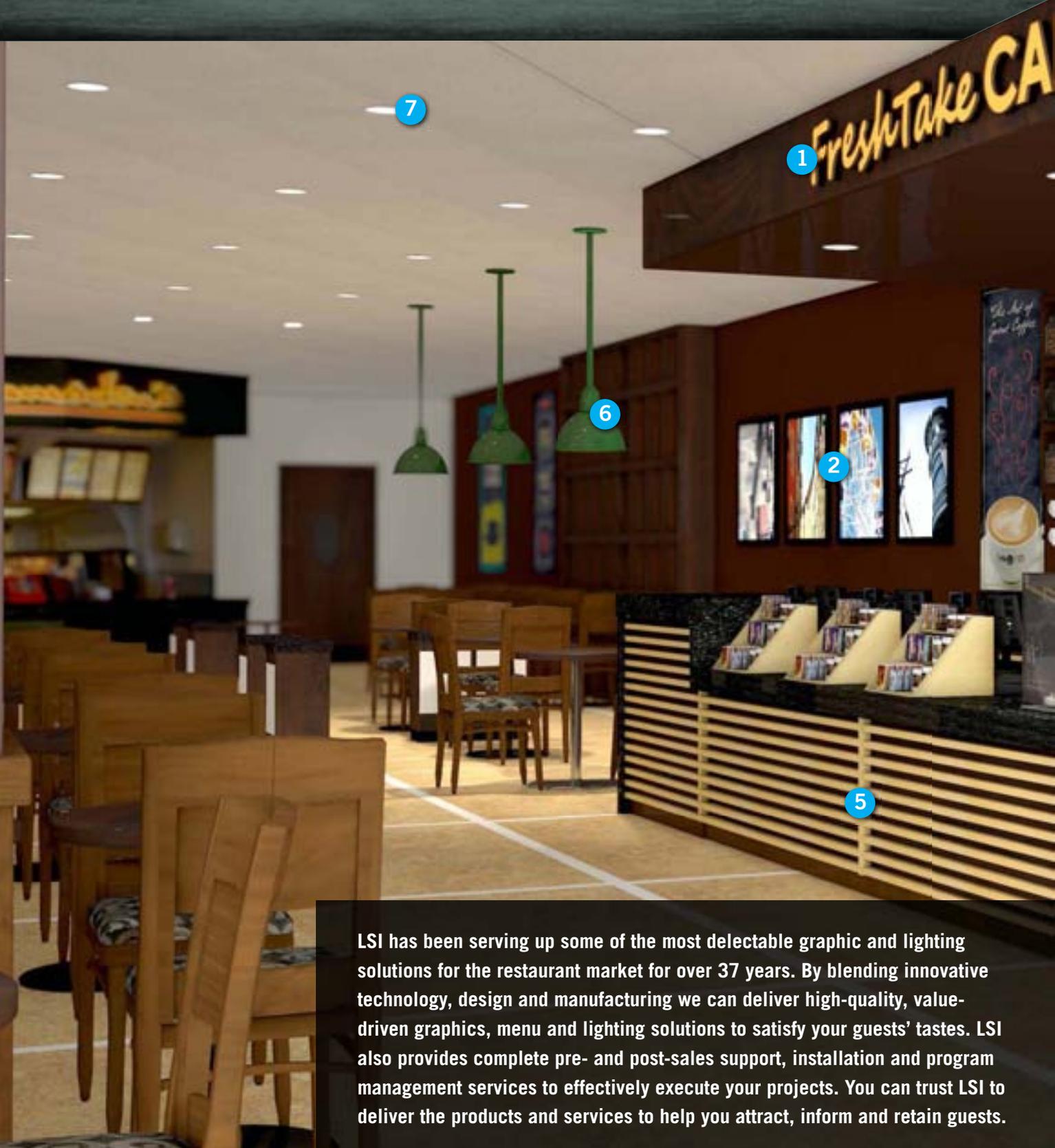




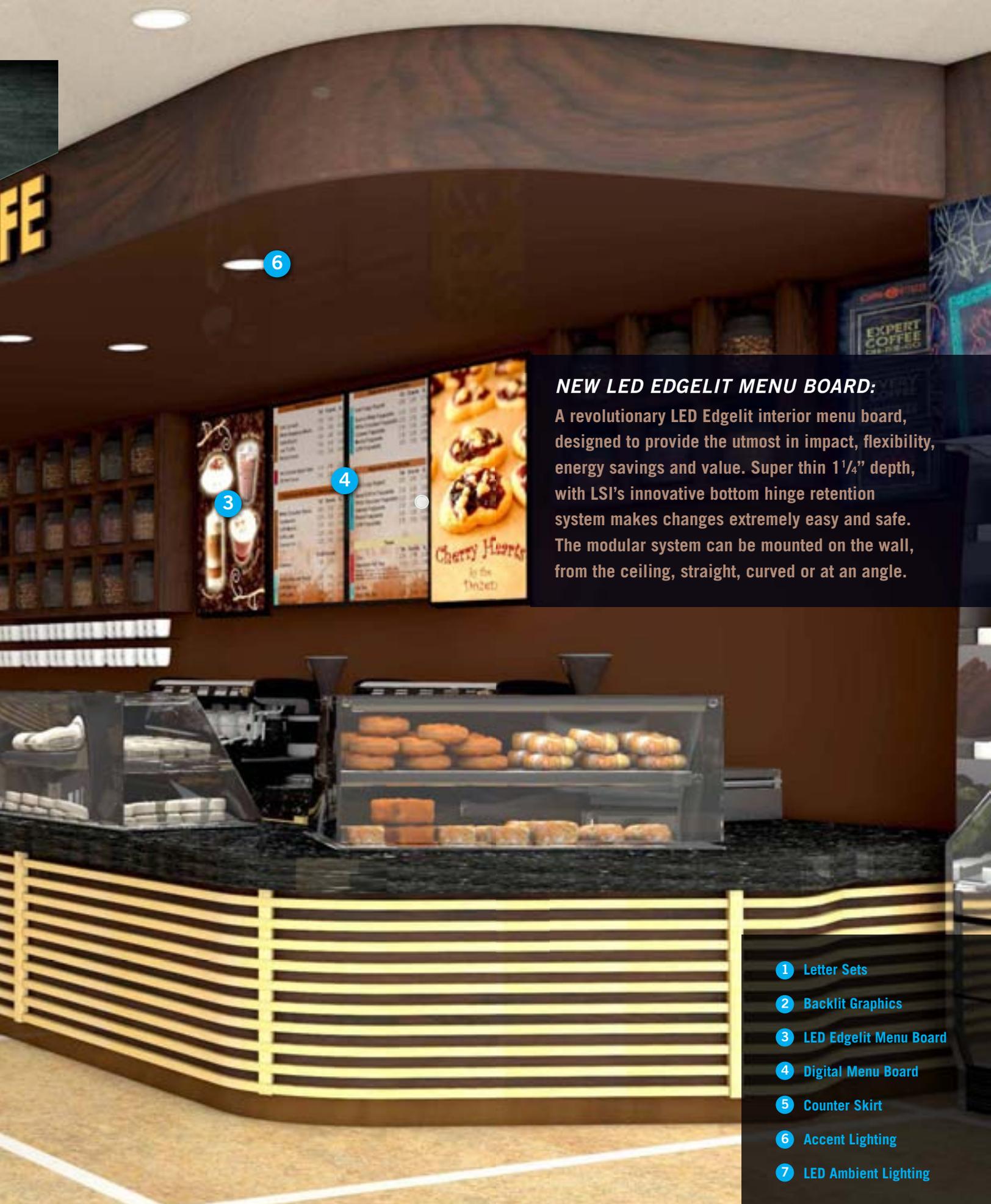
*Adding Life to Brands Through Innovation  
with Lighting, Graphics & Technology*



# LEADING THE WAY TO GUEST SATISFACTION



LSI has been serving up some of the most delectable graphic and lighting solutions for the restaurant market for over 37 years. By blending innovative technology, design and manufacturing we can deliver high-quality, value-driven graphics, menu and lighting solutions to satisfy your guests' tastes. LSI also provides complete pre- and post-sales support, installation and program management services to effectively execute your projects. You can trust LSI to deliver the products and services to help you attract, inform and retain guests.



**NEW LED EDGELIT MENU BOARD:**

A revolutionary LED Edgelit interior menu board, designed to provide the utmost in impact, flexibility, energy savings and value. Super thin 1 1/4" depth, with LSI's innovative bottom hinge retention system makes changes extremely easy and safe. The modular system can be mounted on the wall, from the ceiling, straight, curved or at an angle.

- 1 Letter Sets
- 2 Backlit Graphics
- 3 LED Edgelit Menu Board
- 4 Digital Menu Board
- 5 Counter Skirt
- 6 Accent Lighting
- 7 LED Ambient Lighting

- 1 Window Graphics
- 2 Fascia
- 3 Directional Signage
- 4 LED Area Lighting
- 5 Under Canopy / Awning Lighting



***BRAND – CONSISTENCY OF PRESENTATION – UNIQUE SITE REQUIREMENTS***

LSI understands the challenge and has the breadth of products and services to create the best customer experience. Our team will work to understand your definition of a successful outcome and build a plan for the graphic elements, complemented by the appropriate lighting to connect with your audience and enhance your brand. From a distance, to the parking lot, to the front door, LSI helps build attention and brand impact.

# CREATE AN APPETIZING GUEST EXPERIENCE



## **TOGETHER, WE WILL DESIGN A PROGRAM TO:**

- Create a bright, inviting and safe environment, that draws guests to your site
- Increase the average “ticket” and ensure order accuracy through clear menu presentation
- Operate efficiently and safely while on site – ensuring minimal disruption to your employees and guests and limiting any downtime
- Incorporate innovative technology when practical – LED illumination and wireless controls drive down energy and maintenance costs dramatically
- Deliver your original objectives with solutions engineered to be cost effective throughout the life of the products, allowing you to achieve maximum ROIs



- 1 Window Graphics
- 2 Pre-Sell Board
- 3 Order Verification System
- 4 Backlit Drive-Thru Menu Board
- 5 Drive-Thru Clearance Bar & Canopy
- 6 Pavement Graphics
- 7 Outdoor Graphics & Signage
- 8 Wall Mounted Lighting
- 9 Channel Letters

## OUTDOOR SOLUTIONS

First impressions are made by the exterior of your restaurant, and LSI can help you maximize that opportunity. From architectural graphics and signage, to the drive-thru system and lighting, LSI has the tools you need to attract new guests and build a lasting impression that keeps them coming back. We can assist in designing a drive-thru system that showcases your offering and allows quick and efficient order placement, while providing plenty of up-sell features.

# OPTIMIZE TRAFFIC FLOW WITH INNOVATIVE TECHNOLOGIES



## LIGHTING

Create a bright, inviting environment, inside and out, with high-performance, energy-efficient products featuring the latest innovative LED technology. LSI's wireless controls and information systems help you manage light output and energy usage and add to your bottom line.

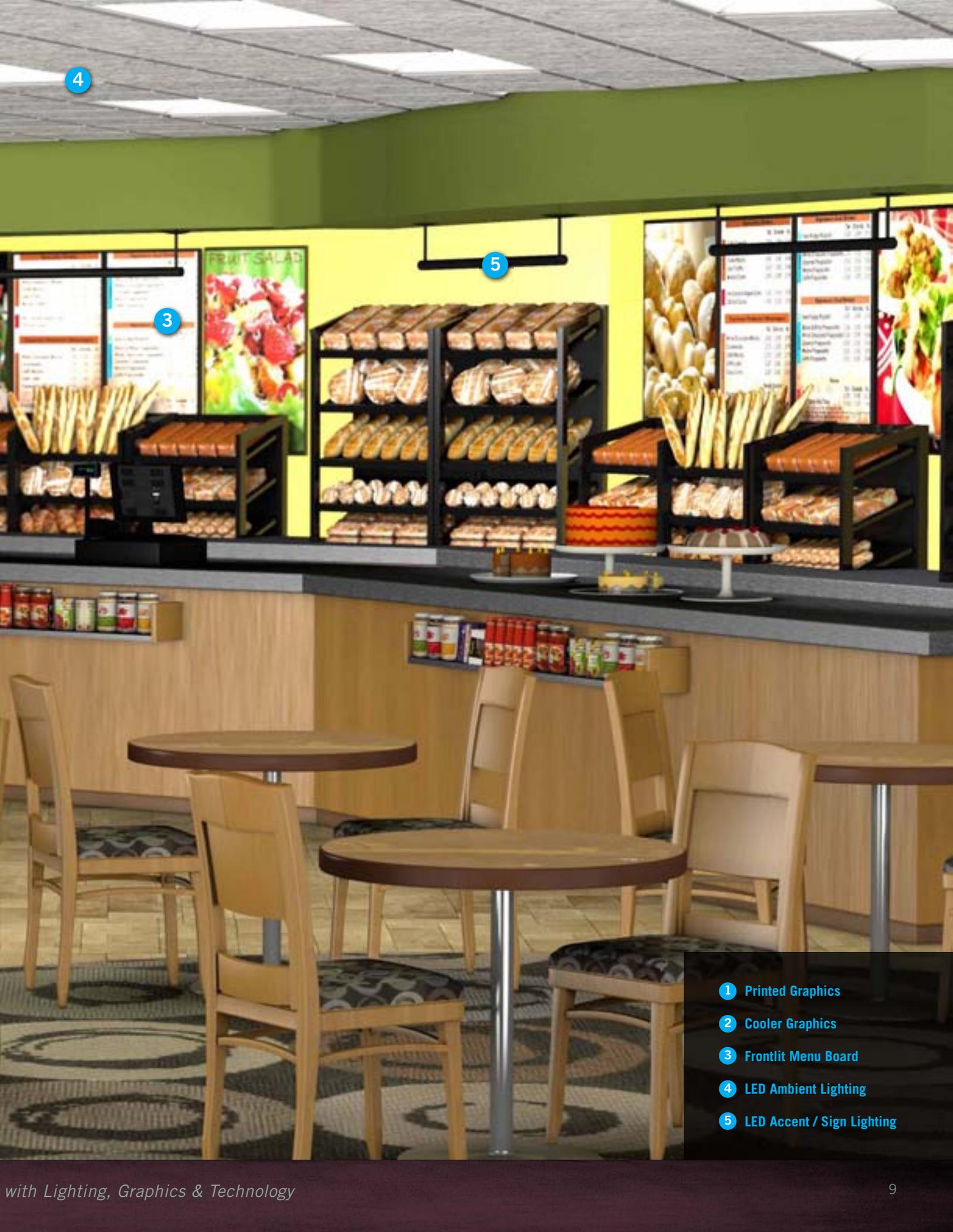
## MENU BOARDS

Whether static front-lit, internally illuminated or digital, LSI will design and manufacture a menu board system that presents your offering in a way that tempts their taste buds! Need bold, colorful graphics with easily readable (and changeable) menu elements? But also need durable frames with easy-to-install housings that fit with your design and architecture? LSI understands you need aesthetics and function, and has specialized in delivering both to the Restaurant market for decades.

# SOLUTIONS THAT MAKE YOUR MOUTH WATER



**LSI knows how to make guests hungry for more with compelling signage, printed graphics and menu systems. Our team has the experience and ability to assist you with a variety of challenges – space limitations, multiple day parts, varying layouts, a system-wide rollout with an unthinkable timeframe and impossible logistics — LSI has you covered. From simple to something more complex, we have the turnkey solution to help you meet your budget, schedule and safety requirements.**



4

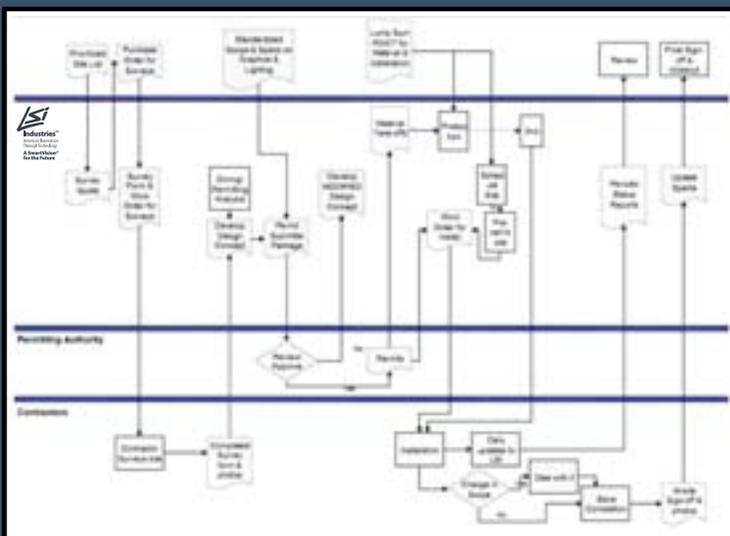
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- 1 Printed Graphics
- 2 Cooler Graphics
- 3 Frontlit Menu Board
- 4 LED Ambient Lighting
- 5 LED Accent / Sign Lighting

# COMPREHENSIVE MANA SAVES YOU TIME, MONE

At LSI, we recognize the implementation of your *graphics and lighting program* is as important as the products themselves. LSI's Implementation and Program Management team takes a comprehensive approach to ensure your program elements are installed correctly – *on time and on budget*.



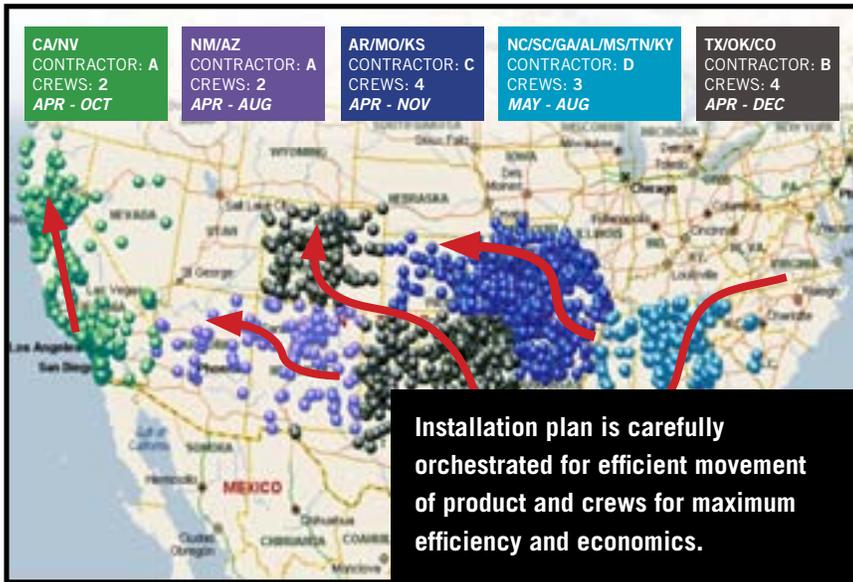
Define the Process – Branding Program

ST	Number of sites	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
001	100	100								
002	100		100							
003	100			100						
004	100				100					
005	100					100				
006	100						100			
007	100							100		
008	100								100	
009	100									100
010	100									
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041	100									
042	100									
043	100									
044	100									
045	100									
046	100									
047	100									
048	100									
049	100									
050	100									
TOTAL		400	400	400	400	400	400	400	400	400

9-Month Implementation

LSI is uniquely structured to provide you with manufactured product and turnkey installation services as a single source partner to ensure products are installed correctly and efficiently.

# IMPLEMENTATION PROGRAM EASINESS AND WORRY



*Routing Sequence/Flow*

Once the overall plan is mapped out, we will administer the program step-by-step and provide reporting so you can follow the progress. Whether you are retrofitting your drive-thru lane or investing in a total re-image program, LSI's turnkey implementation and program management services offer you a single source partner you will not find anywhere else.

We understand that each program is unique; therefore, you can be confident that your implementation and program management plan will be specifically designed to meet your requirements. Working closely with you up front, we will review site and warehouse locations; products to be installed and required installation skills; as well as weather conditions to map out a cost-effective survey and installation schedule that fits your specific requirements.

## Implementation & Program Management Services

- Turnkey Program Rollout
- Survey
- Take-Off/ Specifications
- Permit Sets/ Permitting
- Warehousing/ Logistics
- Construction Management
- Installation
- Information/ Data Management
- Program Reporting

**Challenge LSI to add  
*life to your restaurant  
brand through innovation  
with lighting, graphics  
& technology.***



*Leadership. Strength. Innovation.* Those are the key values behind the smart vision upon which LSI Industries Inc. was founded in 1976. Today LSI demonstrates this in our dedication to advancing technology throughout all aspects of our business – in both product solutions and production techniques. We are committed to American innovation through technology.

We will emphasize our commitment to preserving the foundation of a well-managed, financially strong and creatively unique company with even stronger emphasis on a growing technology base. Through the Leadership, Strength and Innovation that is core to our culture, we move forward continuing our transition to a technology-reliant company with lighting and graphics and the ability to provide the stronger performance our many partners expect.

*LSI products and services have contributed to the Brand Identity of 75% of the top 20 restaurants in the nation as identified by the most recent QSR Magazine listing.*