

GRAPHICAL REAR DISPLAY

INCREASE SALES

- Increase impulse purchases by displaying advertisements for promotions or high-profit items.
- Promotes different products at breakfast, lunch and dinner to maximize impulse buying.
- Encourage customers to spend their cash-in-hand by displaying real-time transaction totals.

IMPROVE ORDER ACCURACY

- Reduce cashier mistakes that lead to waste by displaying realtime order details for customer confirmation.
- Reduce the likelihood of fraudulent transactions and cashier voids by allowing customers to monitor transaction details.

INCREASE BRAND AWARENESS

- Promote company brand with customized logos, screen layout and configurable color schemes.
- Promote signature products with advertising images

The Reflection POS® Graphical Rear Display is a vital component for counter-service restaurants. Built on Microsoft® Windows® Extended Desktop, the GRD is an affordable marketing option for any merchant. Customers see real-time transaction details in an easy-to-read format, so mistakes can be caught and corrected instantly. Scrolling advertisements and videos promote high-margin products at the point of decision, increasing sales and profitability. Content can be managed at a single POS terminal or from a back office PC within the store.

