

Restaurant digital signage: Ben & Jerry's builds screens into its new Tokyo flagship

Ben & Jerry's has integrated digital signage into the design concept of its new Tokyo flagship store.

Bilingual digital menu boards and a ticker carrying feeds from social media were devised by retail branding and design specialist Tesser and are powered by Scala software. NEC screens are used for the menu boards, and NanoLumens LED displays for the "Twitter Ticker".



"The Scala team in the U.S. and Japan were instrumental in translating the technology for Tesser's digital signage and live Twitter and Facebook feed concepts into layman's terms, making the digital communication easy to incorporate into the store design," said B. Todi, account manager at Tesser.

Added Shintaro Nakagawa, brand manager for Ben & Jerry's: "Having digital signage provides a new, cool way for us to connect with customers and helps us build on creating a memorable experience they cannot get anywhere else."