NowBoard

NOWBOARD FOR RESTAURANTS AND CAFÉS

The menu board that is never out of date.

Menus, specials, offers and opening times on the TVs you already have. Change a price from your phone in seconds.

- Ready-made menu screens, called Boards, in your colours
- Change a price once and every TV follows
- Free forever on one TV. From £10 a TV a month after that



The Specials Board
On the counter TV, in your colours

NowBoard

WHAT MAKES NOWBOARD DIFFERENT

Five reasons NowBoard is different.

EVERY PLAN

Screens that make you money

Local businesses pay to advertise on your screens. You approve every advert and keep most of what they pay.

The gym next door, on your window TV

EVERY PLAN

Run it from your phone

Change any screen in seconds from a phone or tablet, even mid-service.

Soup sold out? Changed from behind the counter.

EVERY PLAN

Works on the TVs you have

Android TV, Raspberry Pi, or any Windows PC, Mac or Chromebook in a web browser.

Or plug in our £199 Player Pro

EVERY PLAN

Ready-made for food

Boards for menus, specials, offers and opening times. Change a price without a designer.

Menu, café and takeaway Boards included

STARTER AND UP

AI and your own designs

Describe a Board and AI designs it, or lay out your own. No graphic designer needed.

AI designs on Professional

Ad Space share: you keep 70% on Free, 80% on Starter, 87% on Professional and 92% on Enterprise, before card fees. Prices exclude VAT.

WHY NOWBOARD

Made for menus. Changed in seconds.

A café or restaurant has three other ways to put a menu on a screen. Here's how they compare.

	NowBoard Built for menus and specials	**Screens from your till supplier** Menu screens sold with the till	**Other screen apps** Made for any kind of business	**A USB stick or a PowerPoint loop** What many venues use today
Ready for a café on day one	✓ **Menu and specials Boards** Menus, offers, opening times, reviews	✓ Built for menus	~ Generic templates to adapt	✗ You design every slide
Works with the till you already have	✓ **Works on its own** Keep your till as it is	✗ Only with their own till	✓ Works on its own	✓ Works on its own
Change a price in seconds	✓ **From a phone** The owner, the manager, the kitchen	~ Varies	~ Usually on a computer	✗ Edit, save, copy to the stick, plug in
Looks like your place	✓ **Your logo and colours** On every Board, on every TV	~ Their look, with your menu	✓ If you design it	~ Depends who made it
Makes you money	✓ **Ad Space** Local businesses pay to advertise; you keep most	✗	~ Varies	✗
What it costs	✓ **Free on one TV** Then £10–£20 a TV a month. No contract	~ Part of your till contract	~ Priced per screen, often in US dollars	~ Your time, every price change

A general comparison of types of product. Check with each supplier for their latest features and prices. NowBoard prices exclude VAT.

WHAT'S ON THE WALL NOW

Prices change. The menu on the wall doesn't.

Milk goes up, the soup changes, the offer ends. The board behind the counter still says last month. Sound familiar?

The printed menu

A price goes up 10p. Now every menu, sign and sticker needs redoing.

The TV on the wall

It plays a slideshow someone made last year. Nobody knows how to change it.

The specials board

Chalk runs out, handwriting varies, and it says "soup" after the soup has gone.

The owner

Evenings spent on menus and posters are evenings not spent on the business.

The food is good. NowBoard makes sure the screen says so, at today's prices.

NowBoard

YOUR TVS, EACH WITH A JOB

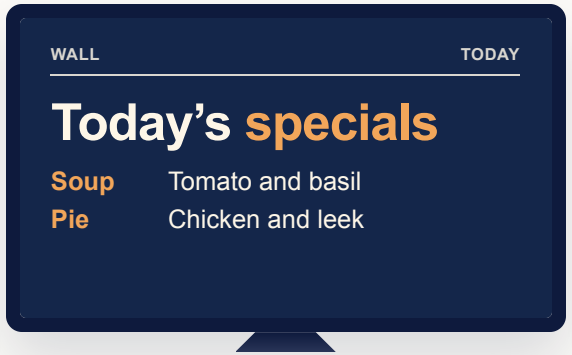
One screen per spot. Each one sells something.

Pick a Board, type in your details, and it’s on the TV. Every Board is ready to use, and you can change any of them.



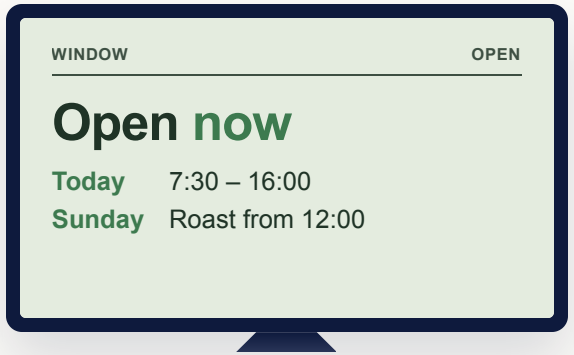
Behind the counter
The main menu

Full menu
Hot and cold drinks
Allergy note



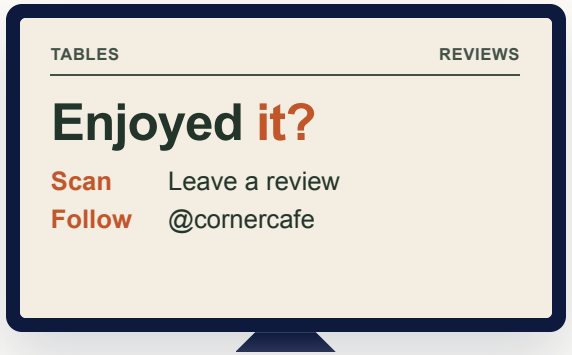
On the wall
Specials and offers

Daily specials
Meal deals
Events



In the window
For people walking past

Opening times
Offers
Sunday lunch



Seating area
While people eat

Reviews QR code
Loyalty
What’s on

The screens shown are examples. Prices are typed in on the Board; NowBoard does not connect to your till.

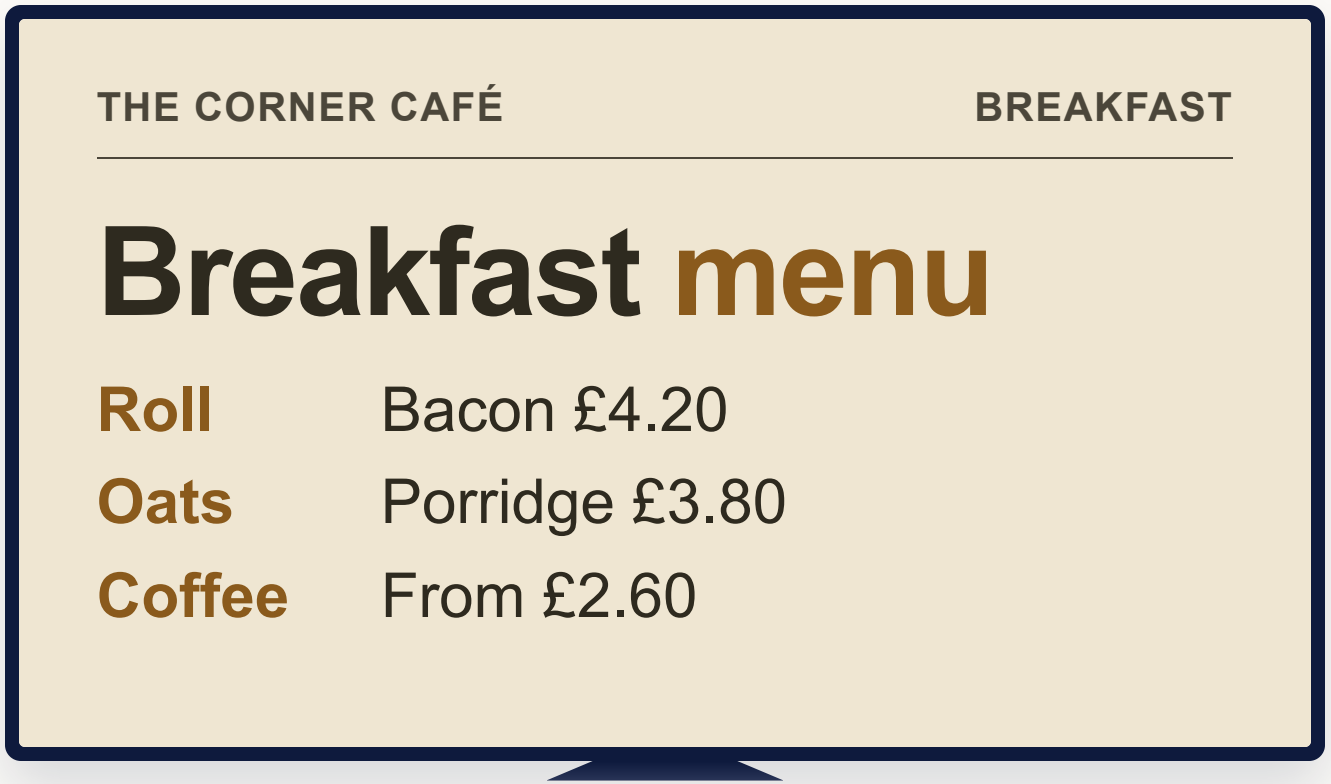
SCHEDULING

Breakfast, lunch, dinner. The menu changes itself.

Choose when each Board shows, and the counter TV changes through the day by itself. Tap a time to see it.

07:30	Breakfast	Bacon rolls, porridge, coffee
11:30	Lunch	Soups, toasties, meal deals
14:30	Afternoon	Cake and a coffee
17:00	Dinner	The evening menu
21:00	Tomorrow	What's coming up

Changing through the day comes with Professional and Enterprise.



Counter TV
07:30 · Breakfast

UPDATE FROM ANYWHERE

Soup sold out? Change it from your phone.



Counter TV
Updates in seconds, on every TV showing this Board

No laptop, no designer, no USB stick. The owner, the manager or the kitchen can change the Boards from a phone, a tablet or a computer. Try it: change the details and press **Update the TV**.

NowBoard

MADE FOR YOUR PLACE

It looks like your café, not like ours.

- ✓ **Your logo and colours**
  Add them once and every Board on every TV uses them.
- ✓ **Easy to read from the queue**
  Large type and strong contrast, so people choose before they reach the till.
- ✓ **One thing at a time**
  A special, an offer or the menu. Not all three squeezed on one screen.
- ✓ **Four languages**
  English, Welsh, French and Spanish on every plan.

Try a style

Warm sand | Night blue | Fresh green | Poster



Specials Board
Same content, four looks

NowBoard

TAKEOVER AND EMERGENCY ALERTS

One message, every screen at once.

One tap puts the same message on every TV in the venue. One more tap puts everything back as it was.

- Fire alarm
- Sold out
- Message to everyone
- Back to normal

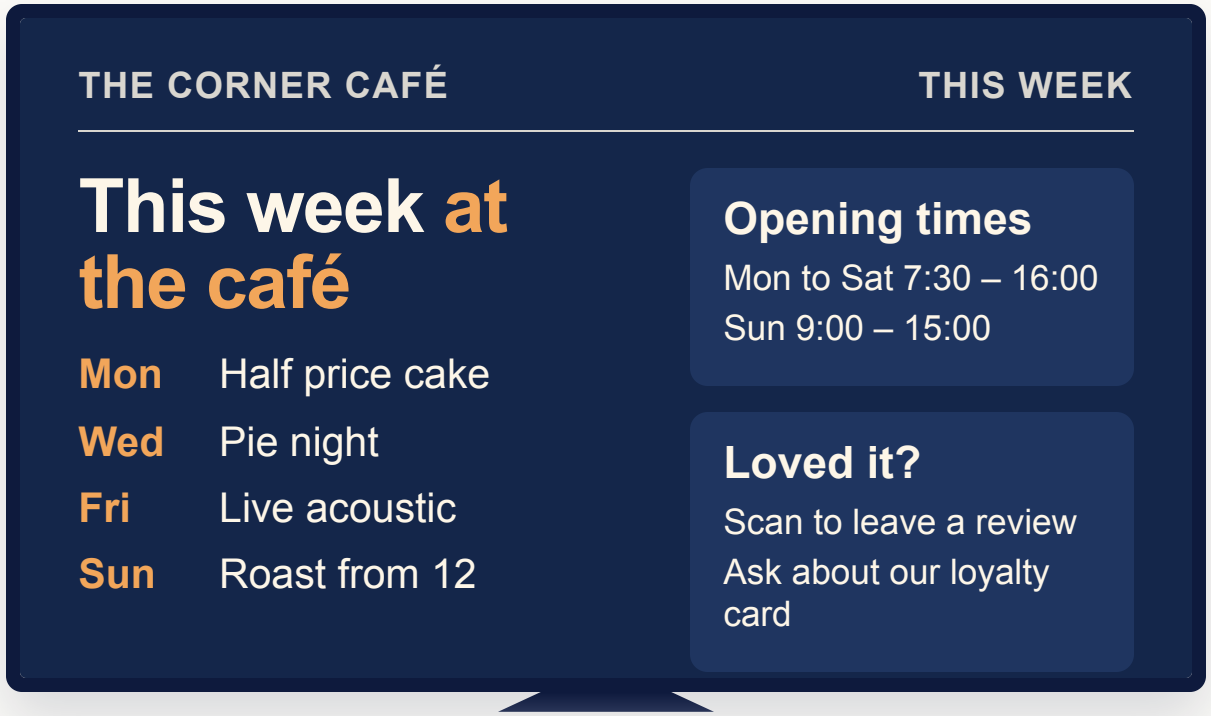
Emergency and takeover alerts come with Professional and Enterprise. Ready-made alerts include a fire, a drill and an urgent notice, plus your own messages.



NowBoard

FOR CUSTOMERS

Customers see what's good. And come back for it.



Wall TV
What's on, opening times and reviews

Specials that sell
Put today's special in front of everyone in the queue.

What's on this week
Pie night, live music and Sunday lunch, so people plan a return visit.

Opening times
Always right, including bank holidays and early closing.

Reviews and loyalty
A QR code for reviews while people are happy and still at the table.

Allergy note
A clear reminder to ask staff about allergens.

NowBoard

FOR CAFÉ AND RESTAURANT GROUPS

One login. Every venue.

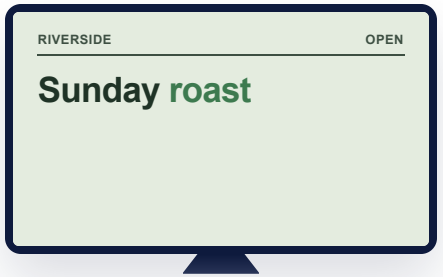
Head office
Sets the menu and offers every venue shows



High Street
Adds its own specials



Station
Adds its own specials



Riverside
Adds its own specials

Every venue in one account
See and change every screen in the group from one login.

One price change, every venue
Head office sets the menu. Each venue adds its own specials.

Pay per TV
A group of ten venues is still one account and one monthly bill.

Larger groups
Enterprise adds help setting up every venue, a team who knows your group, and lower prices for large groups.

NowBoard

GETTING IT ON THE TV

It works on the TVs you already have.

Any TV with an HDMI socket will do. Each TV needs an internet connection, over Wi-Fi or a cable.

The NowBoard app

Runs on compatible Android TVs and TV sticks, a Windows PC, or in a web browser.

Free with every plan

Player Pro

A small box that plugs into the TV's HDMI socket, starts itself and just plays. Optional.

£199 one-off, per TV

We can fit it for you

Our installer comes to your venue. UK only.

Fit and set up a TV	**From £100** a TV, subject to location

1. **Sign up free**
   At app.nowboard.tv. No card needed for the free plan.
2. **Connect the counter TV**
   Open the app or plug in Player Pro, then type in the code it shows on the TV.
3. **Pick a menu Board**
   Type in your menu and add your logo. It's on the screen.

All prices exclude VAT. If we supply a TV, you pay what it costs us.

NowBoard

OPTIONAL · AD SPACE

Your screen can make you money.

Ad Space is off unless you turn it on. You choose which screens show adverts, and you approve every one.

1

You choose where and how much

For example, the window TV, never over the main menu. You set the price of a slot.

2

A local business books

They send their advert through your own booking page.

3

You approve it

Nothing shows until you say yes. Then they get a link to pay.

4

It plays, you get paid

The advert runs between your own Boards. The money goes to your account.

Who might advertise? Businesses near you that want your customers: a gym, a hairdresser, a taxi firm, a local event. You decide what fits your place.

What could adverts earn you?

TVS IN THE VENUE	PLAN
2	Professional · £20

ADVERTS SOLD	PRICE OF EACH, A MONTH
3	40

Adverts sold a month	£120
NowBoard's share (13%)	− £16
You keep	£104
Your screens cost (2 × £20)	− £40
Your profit each month	**£64**
Profit over a year	**£773**

An example, not a promise of income: what you earn depends on what you sell. NowBoard takes a share of each advert (Starter 20%, Professional 13%, Enterprise 8%; 30% on Free). Card payment fees come off before you are paid. Prices exclude VAT.

NowBoard

PRICING

Pay per TV. Start free.

Pay monthly with no contract, or pay yearly and get 2 months free. Paid plans have as many Boards as you like and no NowBoard logo.

Free

£0 forever

- ✓ One TV
- ✓ Up to 5 Boards
- ✓ Menu and specials Boards
- ✓ Your logo and colours
- ✓ Shows the NowBoard logo

BEST FOR MOST VENUES

Starter

£10 a TV / month

- ✓ As many TVs as you need
- ✓ As many Boards as you like
- ✓ Something different on each TV
- ✓ Every Board design and style
- ✓ Design your own Boards

Professional

£20 a TV / month

- ✓ Everything in Starter
- ✓ Boards that change through the day
- ✓ Fire and emergency alerts
- ✓ Describe a Board and AI designs it

Enterprise

£30 a TV / month

- ✓ Everything in Professional
- ✓ For café and restaurant groups
- ✓ Help setting up every venue
- ✓ A team who knows your group
- ✓ Lower prices for large groups

VENUES: 1

TVS IN EACH VENUE: 2

PLAN: Starter · £10

☐ Add Player Pro
£199 a TV, one-off

MONTHLY **£20**
2 TVs × £10

OR PAY YEARLY **£200**
2 months free, save £40

All prices exclude VAT. For example, 2 TVs: behind the counter and on the wall. Groups: add the number of venues.

NowBoard

NEXT STEPS

Start with the counter TV this week.

TODAY	**Free on the counter TV** Type in your menu and add your logo. No card, no contract.
IN TWO WEEKS	**Add the second screen** Move to Starter for specials on the wall and a menu in the window. £10 a TV a month.
WHEN IT WORKS	**Start earning** Turn on Ad Space and sell adverts to local businesses.

Let’s get your menu on screen.

We can set it up with you on a call, or come and fit it.

START FREE
app.nowboard.tv/register

EMAIL
hello@nowboard.tv

WEBSITE
nowboard.tv