

## Digital signage is a piece of cake

Keim Bäckerei, a large German coffee shop and bakery chain, has just installed a new digital signage system into its Stuttgart shop, using the JVC GD-32X1 slimline 32" LCD monitors.



The [GD-32X1](#), which is just 6.4mm thick at its thinnest point, weighs a mere 5.7kg and produces faithful colour reproduction thanks to 90% coverage of Adobe RGB's wide colour space along with a contrast ratio of 4,000:1. The full HD panel complemented by an advanced picture engine that ensures high quality image reproduction, perfect for both shops and businesses.

The flexible system allows menus and prices to be changed as required and is already proving very successful with the shop's customers. The company has 47 shops throughout Baden Württemberg, in south Germany, and is looking to install this system in many of its other cafés over the next year.