

## BrightSign-enabled Video Wall Brings Menu To Life At Pear Street Bistro

Pear Street Bistro has been serving up California comfort cuisine from its location in the heart of Historic Old Town Pinole, California since 2002. In its 12+ years of operation, Pear Street Bistro built a loyal following of local diners and also became a destination for visitors to this hamlet located in the San Francisco Bay Area. In Q4 of 2012, Pear Street Bistro engaged Equalize Advertising Solutions to update the look and feel of the restaurant's interior – specifically, to utilize digital signage to bring its menu to life.



“The owner at Pear Street, Gary Wong, wanted superb content with a reliable platform to deliver that content as part of the video wall solution for his business,” said Larry Souza, director of sales at Equalize Advertising Solutions. “BrightSign’s HD220 players with BrightAuthor software were the preferred choice to deliver that content.”

“We chose BrightSign because the company’s players are more robust than other players on the market, and its support simply can’t be beat,” added Shahrooz Jabbari, CEO of Equalize Advertising Solutions. “BrightSign’s players also offer great simplicity when it comes to creating video walls, our primary task in the Pear Street Bistro installation.”



Since the video wall’s installation, Pear Street Bistro’s owner has noticed an increase of approximately 10% in both patron traffic and food/drink sales. Such an increase translates directly to revenue that offset the cost of installation in just a matter of nine months.

## Key Facts

**Industry:** Dining

**Location:** Single restaurant located in Pinole, CA

**Integrator:** Equalize Advertising Solutions

**Project:** Pear Street Bistro

## Installation

- Impressive 4x2 portrait-orientation video wall
- All content was created and recorded in 5K resolution (5120x2700)
- Source content was then rendered into eight separate sections, each with a resolution of 1920x1080
- Video sequences were shot using a Red Epic digital camera at 24 frames-per-second, and 120 frames-per-second for capturing slow motion scenes.

## Challenges

- It was important to Pear Street Bistro to keep content fresh
- Bistro needed the video wall to create distinct, unique atmospheres at different times of the day and night
- Bezel size needed to be taken into account to ensure a seamless look to the video wall
- Owner expressed interest in having video wall content accurately reflect the bistro's branding/corporate identity

## The Solution

- Content is updated on a monthly basis to ensure a fresh viewing experience for return diners
- 60-second lunch video is played midday to appeal to diners who are in a rush to quickly make their selections for take-out orders
- "Late Night Lounge" segments enable the video wall to set the mood within the bistro to create a late-night dining ambiance, including a 60-second dinner video
- Video content is spaced out to account for the 39mm combined bezel between screens
- Created more than 50 20-second videos that feature individual menu items
- Equalize Advertising Solutions created a motion identity video that depicts a pear tree growing, a pear falling from the tree and then landing on a plate that parallels the restaurant's own place-settings

## Benefits

- Pear Street Bistro reports a 10% increase in patron traffic and food/drink sales since installing the video wall
- With a total of approximately 1.5 hours of unique content, diners never see the same segments twice
- Installation gained recognition within the digital signage industry, earning the esteemed "Gold Award" at the 2014 Digital Signage Expo (DSE)