

RESPONSE TO ARTICLE VII VARIATIONS

The McDonald's ODMB Project is currently being deployed nationwide. These new electronic menu boards are replacing every drive-through McDonald's menu board in the country. The electronic boards will be the only option for McDonald's drive-throughs going forward. McDonald's will no longer be supplying materials for the current boards, and the electronic ones will be the only option for replacement. Because of this, the restaurant would not reasonably function without the board allowance. These boards are part of a larger modernization effort by McDonald's to advance their restaurant technology and increase efficiency of the drive-through.

The new boards remain static except for the 3-4 changes throughout the day that are controlled by the restaurant. They will be able to control the boards electronically from the store based on meal changes throughout the day. They do not contain video, animation or sound, and they have adjustable light settings appropriate for the time of day. They also have light sensors that automatically adjust based on the light surrounding it. The speaker aspect of the drive-through will remain the same, which has adjustable volume. We will be installing a cover over the current order display because the new menu board serves as the ordering station. As the customer orders, the items appear on the menu board. The lighting in the boards is programmed to reach a maximum of 2500 NITs at the brightest part of the day, and a minimum of 500 NITs at the darkest part of the day. In addition, during the day the background of the displays is white while at night the background is black.

These new boards are modernized and more appropriate for current times. McDonald's is one of many businesses that are switching over to digital signage in order to streamline their restaurants and increase efficiency. Thousands of these boards have already been installed in the US. We have completed several installations of these boards in and around the Chicago Metropolitan area. These boards are also more aesthetically pleasing than the current boards in place, and will not allow additional cardboard signage or "toppers" to be placed on the side or on top of the display. These new boards will not create any kind of traffic hazard or depreciation of nearby property values. We will not be changing the location of the drive-through or performing any construction on the layout. The board replacement is the only thing our contractors will be doing.

This particular store has a dual-lane drive-through. The ODMB template for this layout includes one digital main menu board in each lane that serves as an ordering station and menu. It is approximately 20 square feet in size, which is a decrease in size from the current boards. There will also be one digital pre-browse board in each lane approximately 15 feet in front of the main menu board. The purpose of the placement is so the second car in the drive-through can view the board while waiting to order. These boards are strategically placed to speed up the drive-through process, increase efficiency and benefit the customer experience.