

## Case Study: Wasabi

# Wasabi Switches to Digital Menu Boards Powered by Signagelive to Save Time and Costs for Operations



わさび  
**wasabi**  
sushi & bento



Japanese sushi and bento restaurant chain, Wasabi, has digitalised its menu boards across seven of its London locations.

Pioneer Group were enlisted to install the displays across five of Wasabi's concession stores in partnership with Marks & Spencer and two Wasabi stand alone stores.

Wasabi required digital displays that would replace the lightbox printed menus utilising a bespoke solution for each individual space to complement its pod counters.



*"This project has helped us to standardise our in-store experience, ensuring up-to-date information on our menu boards and reducing the time invested to maintain them.*

*Pioneer Group specified LG's 86" 86BH5C Ultra Stretch displays across the majority of locations, installed in pairs in a landscape formation or back-to-back with a single portrait display in the new store at West One Shopping Centre.*

*West One's counter features a six screen 47" LG 47LV35A narrow bezel video wall, while the Pantheon Oxford Street Marks & Spencer store features a smaller three screen 43" LG 43SM5KD display."*

Jerry Chen,  
IT Support Analyst, Wasabi

*"The solution Pioneer Group has provided is excellent, as is their attention to detail. The sleek design of LG's products fit with the interior design of our stores and really brings the space alive. Great technology and great partner – the two must go hand in hand."*

Brendan McKeown,  
IT Director, Wasabi



*"This is the first time we've worked with the 86" display and the aspect ratio makes it perfect for menu boards providing 4K content, while also saving space. We worked with each location on an individual basis to ensure the displays were installed around the interior design ensuring installation looks clean and seamless.*

*The cloud-based digital signage software platform, Signagelive, is used across the system to standardise the content control and enable remote updates.*

Mark Childerhouse  
Director of Sales, Pioneer Group

*Wasabi's marketing team work directly with Pioneer Group to maintain, service, and create dynamic content for the displays. The system is synchronised via IAdea XMP-7300 media players with Anytiles solution, which supports 4K content and mounted using B-Tech brackets."*

*"Simple to maintain, cost effective, time saving solution. The end result for Wasabi is a representation of how careful consideration of client requirements and technical understanding of both hardware and software has come into play deliver on client needs. Pioneer have worked with Signagelive now for a good few years and it shows in all of their client integrations."*

Aferdita Qesku  
Director of Sales, Signagelive

