



Serving Innovation in Jamaica: Peerless-AV<sup>®</sup>  
Digital Signage at Juici Patties, Drax Hall, St. Ann

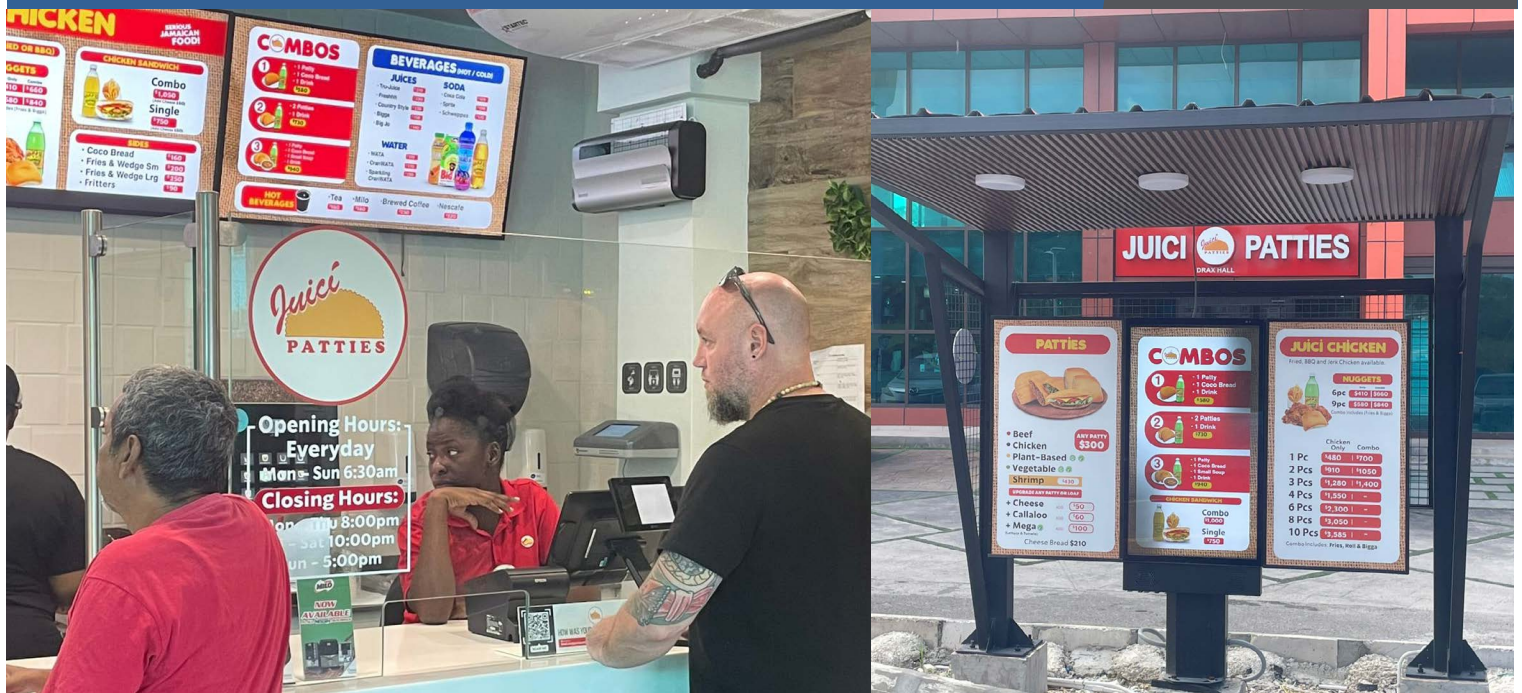
CASE STUDY  
OCTOBER 2025



DIGITAL SIGNAGE BUILT FOR BETTER CUSTOMER EXPERIENCES

# Juici Patties

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Juici Patties, Drax Hall, in the parish of St. Ann, Jamaica, is the first location in the franchise to integrate drive-thru outdoor digital signage to improve ordering efficiency, create consistent messaging and drive brand loyalty through increased customer satisfaction.

The rapidly developing Drax Hall region has recently undergone significant infrastructure upgrades to modernize amenities, including a shopping plaza, food courts, and service station. The branch, situated at the Drax Hall Boot Service Station, spans approximately 2,000 square feet and employs 30 staff members. It is owned by Golden Grain Baking Company Limited, the newest franchisee adding to the already 65 locations (60 in Jamaica and five in Florida).

The franchise owners contacted Main Event Entertainment Group Ltd, a full-service production company, in August 2024. As a regular, trusted supplier of indoor digital signage solutions for three other Juici Patties franchises in the parishes of St. Ann (Discovery Bay) and St. James (Ironshore & Harbour City Shopping Mall, Montego Bay) through its Digital Signage division, Main Event was the first-choice partner for digital signage at Drax Hall, St. Ann branch.

The owners wanted dynamic indoor menu boards as well as an outdoor digital menu board for the drive-thru – a first for the Juici Patties chain. Its location is ideal, benefiting from a high level of passing traffic that helps to attract and engage customers, offering them an alternative drive-thru experience focused on service efficiency.

The franchise owners wanted a 3-display menu board but requested that the design be adapted to accommodate one central digital screen flanked by two static panels with the intention to upgrade the static panels to digital panels in the future. Designed to have uniform brand consistency across all 3 screens, the static panels would show poster menu content and pricing. With the same dimensions as the LG display, the posters are made from aluminum sheets, that are riveted into the mount, with vinyl prints on top. A canopy that shades the solution is fitted with lighting for better visibility during the afternoon-night hours.

Main Event aligned with the specified budget and contacted [Peerless-AV®](#) as a Platinum Dealer of the brand's mounts, and trolley/stand solutions for over 10 years. This was Main Event's first drive-thru install, and they knew Peerless-AV had expertise in this area with its range of indoor/outdoor displays, kiosks, and digital menu boards.

The product selected was a Peerless-AV Outdoor Digital Menu Board that supports a 55" LGE 55XE4F-M Outdoor Display ([KOF555-3](#)). Additional extras purchased included Speaker/Microphone Kit (KOF-OPT-SPK), Media Player Storage Fan (KOF-OPT-FAN), Internal Media Player Shelf (KOF-OPT-SHELF), Power Distribution Unit (KOF-OPT-ELECTRICAL). Specific panel mounting hardware was also required to mount the LG 55XE4F display to the KOF555 menu board (KOF-OPT-LG). The mount features a design that allows air to flow around the display panel to prevent overheating.

The triple Outdoor Digital Menu Board was chosen for its modular design, allowing displays to be installed from the front, without disturbing the adjacent units. This design is useful should the franchise prefer to swap out the two other static screens for digital ones in the future.



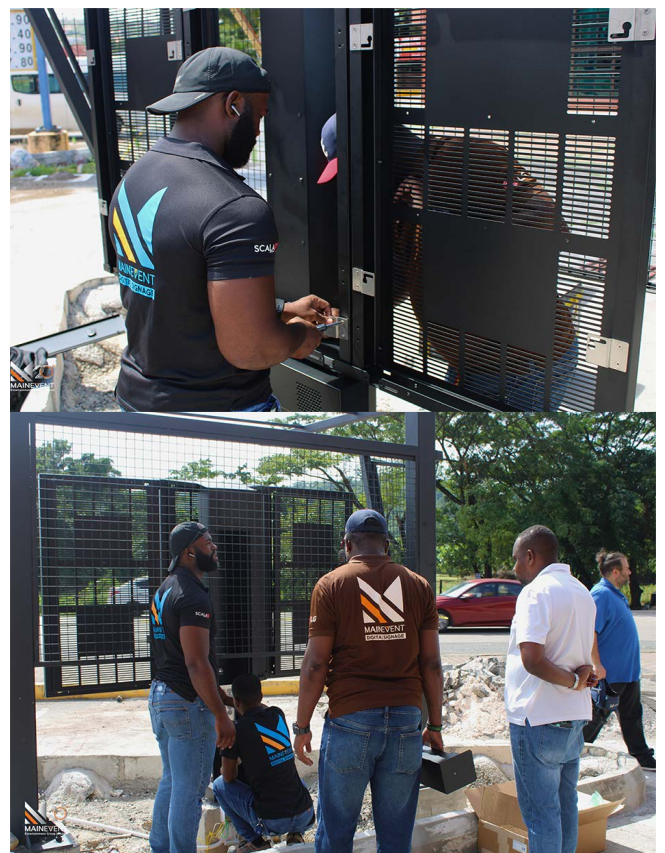
The Peerless-AV outdoor menu board also offers an elegant, sleek, and stylish design, and is IP54 tested to ensure a weatherproof, vandal-resistant, ruggedized solution for reliable 24/7 use. For the indoor digital menu boards, Main Event chose 4 x Peerless-AV SmartMount® Digital Menu Board Mounts with Height and Depth Adjustment ([DS-MBZ647L](#)) for LG 49" UH7 Series Displays.

An authorized reseller of SCALA, Main Event used the brand's 4K output media players and UHD player software for enterprise performance content management and hosting. The overall timeline for the new branch's completion was six months, but the procurement and installation of the digital signage were much shorter. The solution was confirmed and approved in October 2024, with all equipment and software delivered by December.

Installation was scheduled once the restaurant build was complete. In May 2025, Main Event engineers carried out the digital signage integration in two phases, over a two-week period.

Both the indoor and outdoor digital menu boards were installed within hours. The speed and ease of the process was the result of thorough planning in the months prior, including initial site visits and early agreement on product requirements for quoting and ordering.

Regular meetings were held with all parties to discuss the entire restaurant infrastructure, including digital signage solutions. Parties included Main Event's digital signage engineer Kedane McLean, the Drax Hall, St. Ann, franchise owners, Glen O'Conner, & Shermaine O'Conner, the contractors who built the restaurant, Richard Vaz and Hushane Williams, and representatives from the companies responsible for the electrical infrastructure and the POS system.



“Peerless-AV has always been our go-to supplier for mounts - reliable, efficient, and easy to work with. Once the order was placed, shipment was quick and efficient. The products are of the highest quality and are easy to use and service. The sell sheets provide all the technical information and drawings we need to share with the relevant parties. And this means that our installations using Peerless-AV products have always been straightforward, without any challenges. As a supplier of LG displays, it’s great that their outdoor digital menu boards are available in models to support this brand. We were able to mount the display safely and securely to the unit using the specific brackets and security fasteners provided to prevent any unauthorized access,” said Kedane McLean, Digital Signage Engineer, Main Event.

A team of Main Event engineers managed the installation of the indoor and outdoor digital signage. Conduits were run to protect data and power cabling to each menu board’s pedestal base, which were then bolted to concrete blocks underneath. The power supply was pre-installed with all cabling connected to the UPS grid in the back room of the restaurant.



The retrofitting and wiring of the speakers and microphone kit for the outdoor menu board's drive-thru intercom system took place once the installation of the solution was completed.

The new indoor and outdoor digital signage at Juici Patties, Drax Hall, St. Ann, is helping customers make faster menu selections and is streamlining operations.

Main Event's Digital Signage Department coordinates all updates to the digital menu board content in real time. Using SCALA's enterprise-grade content management platform, they can make instant adjustments to pricing, product availability, and promotional campaigns across both indoor and outdoor displays.

This ensures consistency, accuracy, and agility — allowing the franchise to respond quickly to seasonal changes, limited-time offers, or operational shifts. Updates can be scheduled in advance or deployed immediately, reducing manual workload for staff and maintaining an efficient customer experience at all times.

Doors opened with a ribbon-cutting ceremony on June 6th, 2025. The owners are excited to see the branch grow and succeed in delivering the authentic Juici Patties experience to customers who patronize the store every day. As well as attracting a new audience in a high-traffic area with the new outdoor digital signage experience.

“Juici Patties is a brand that we grew up loving as children,” said franchise co-owner Shermaine Desnoes. “It has always been our favorite brand of patties. When people speak about authentic Jamaican food, patties are at the top of the list, and Juici has made the best patties in Jamaica for decades. It's a world-class brand offering world-class products. Now we have world-class digital signage too – the investment has been 100% worthwhile!”

# Project Partners

## About Innovative Sales Solutions

Established in 2004, with headquartered in Kingston, Jamaica, MEEGL conceptualizes and develops client activations from events to fully integrated brand campaigns. The group's Digital Signage Division delivers the largest Digital Signage Network in the Caribbean, providing solutions for over 180 locations in 18 countries throughout the region and over 140 locations in Jamaica.

MEEGL offers an array of indoor and outdoor signage solutions within the hardware and software spectrum, including video wall, UHD displays and LED board installations along with content hosting, content management and content creation/graphics. All tailored on a client-to-client basis. Main Event has relationships with the suppliers which afford us warranties/after sale care, authorized dealerships and trained staff - LG, Peerless-AV, NTI, SCALA and Aopen, among others.


For more information, visit <https://www.maineventjamaica.com>






# About Peerless-AV®

For over 80 years, passion and innovation continue to drive Peerless-AV® forward. We proudly design and manufacture the highest quality products, including outdoor displays and TVs, dvLED and LCD video wall systems, complete integrated kiosks, professional carts and stands, and more. Whether a full-scale global deployment or high volume custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit [peerless-av.com](http://peerless-av.com).



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