

For Immediate Release

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ASI Announces Fully-Integrated Mobile Payment Processing with the Restaurant Manager™ POS System

Chicago, IL (May 22, 2004) – Simple, secure and fully-integrated payment processing is the latest in the long line of mobile benefits offered to customers who dine in establishments using the latest version of ASI's **Restaurant Manager POS System**. ASI's new mobile payment processing addresses the mounting issue of credit card theft by allowing the complete payment transaction to occur in front of the customer, including the printing of receipts, without the customer ever losing sight of their credit card. Mobile payment processing is most ideally suited for full service restaurants, stadiums, cocktail bars and other hospitality environments where payment is currently processed away from the customer, but is also applicable in fast food establishments wanting to implement "line busting" services.

ASI's release of the new **Write-On Handheld** with mobile payment processing – announced today from the floor of the **2004 National Restaurant Association Restaurant, Hotel-Motel Show** – demonstrates the company's unwavering commitment to wireless POS. "We feel that we have already set the standard on tableside order-taking with our patented handwriting approach, intuitive manager alerts and real-time reporting on wireless pocketPCs; mobile payment processing simply closes the loop," states ASI CEO, Alex Malison.

Ray Morrison, owner of the Royal Mile Pub in Wheaton, MD and a longtime user of ASI's Restaurant Manager POS System, explains what tableside payment processing will mean to his customers: "Instead of a customer giving their credit card to a waiter or waitress who might disappear for five minutes or more, customers simply hand over their card for a quick swipe and then slip it right back into their wallets. ASI's mobile payment processing eliminates the opportunity for fraud. Customers who are in a hurry will especially appreciate how quickly we can print and settle their check, right at the table, and we'll finally be rid of the headache of handling cards customers accidentally leave behind!"

Mobile payment processing via ASI's Write-On Handheld™ works not only with cash and credit cards, it also accommodates specialized forms of payment like gift cards, house accounts and room charges. The Write-On Handheld can also be configured for mobile printing. While many fine dining restaurants may elect only to swipe cards at tableside, in other, more casual dining environments, it makes sense to print checks, authorize payments and print receipts wherever the customer is located.

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Mobile payment processing can be added to an existing Restaurant Manager POS System at a relatively low cost. Besides the Write-On Handheld software, the restaurant need only purchase one or two pocketPCs and a specialty swipe/printer. “The ROI on wireless payment processing at tableside is significant,” says Morrison. “Not only will customers appreciate the improved service, but we’ll increase table turns.”

Every facet of the dining experience – from reservations, to handheld order-taking, to tableside payment processing – can now be personalized for each customer and processed wirelessly through ASI’s Write-On Handheld. Due to the fact that the Write-On Handheld is fully integrated with ASI’s Restaurant Manager POS System, however, Restaurant Manager users can selectively implement the wireless options best suited to their business. For instance, some restaurants that implement tableside payment processing may decide to wait before experimenting with additional wireless features of ASI’s Write-On Handheld. Other restaurants, however, will also use the Write-On Handheld to send alerts and real-time reports to managers, while still others will want to realize the full benefits of mobile technology right from the start by using the Write-On Handheld for tableside ordering.

“Wireless technology is the key to improving and personalizing customer service in restaurants,” says Malison. “ASI is always looking for new ways restaurants can use mobile technology to better understand and attend to customers’ needs. Our new mobile payment processing feature represents just one of the many benefits that wireless technology can bring to the foodservice industry.”

Since commercial release in May of 2002, ASI’s Write-On Handheld POS System has revolutionized order taking in over 200 full-service restaurants across the United States. Unlike competitive handheld POS systems that use a cumbersome touch-button approach, the Write-On Handheld relies on handwriting recognition to create a POS system that works just like a pencil and pad. Waiters use the Write-On Handheld to quickly jot down orders, then instantly send the order to the kitchen over an 802.11b wireless network. Managers use the Write-On Handheld to do everything from printing checks for waiting customers to viewing the status of all open orders to viewing real-time sales reports to receiving alerts when employees near overtime.

ASI was founded in 1987 and specializes in point-of-sale and management software for the foodservice industry. ASI offers its software products through a network of 200+ Value Added Resellers across the continental U.S., Canada, Europe and Asia. In areas where ASI does not have a local VAR, its products can be purchased directly from the company by calling (800) 356-6037.



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