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ASI Launches Version 15 of the Restaurant Manager™ POS System

*Web Services and next generation Write-On Handheld™
highlight a long list of new features*

Chicago – From the floor of the National Restaurant Association Show, ASI, manufacturer of the **Restaurant Manager™** POS system, announces today the release of Version 15. A pioneer in the POS industry, ASI has authored comprehensive, easy-to-use software for restaurants for almost two decades. With the launch of Restaurant Manager **Web Services** and the next generation of the patented, wireless **Write-On Handheld™**, Restaurant Manager Version 15 is certain to make significant impact on the POS market while continuing to increase efficiency for foodservice establishments worldwide.

“Like the previous 14 versions, we developed Restaurant Manager Version 15 with direct feedback from our end-users,” states Alexander E. Malison, CEO of ASI. “Restaurateurs told us what they needed and we designed it for them.” Restaurant Manager Version 15 offers users greater control over all aspects of their POS system, from the layout of POS screens and guest checks to the implementation of global pricing changes at the touch of a single button.

“Running a successful restaurant in the 21st century is more challenging than ever,” explains Malison. “At ASI we pride ourselves in providing sophisticated POS and management tools while keeping them intuitive and easy-to-use.”

What are Web Services?

Web Services are applications that convert a restaurant’s website from a set of static, graphical images to an interactive engine that generates new revenue streams. Many Web Services such as **Online Gift Cards, Online Reservations and Online Ordering** integrate fully with the Restaurant Manager POS system. For instance, restaurants that implement Online Ordering may post their menu on their website, process customer orders and payments online and then automatically send the orders directly to prep printers in the kitchen of the restaurant. This level of integration allows for accurate tracking and reporting of new revenue streams, as well as increased efficiency.

Other Web Services are designed as “stand-alone” services that enhance a restaurant’s website but do not require integration with the Restaurant Manager POS system. Web Services such as **E-Mail Club, E-Reservations, E-Calendar, E-Employment Forms and**

E-Coupons not only allow website visitors to interact with the restaurant; they also offer the restaurateur multiple tools for managing customer lists, promotions, reservations and employment applications. For a minimal investment, these stand-alone Web Services draw visitors back to a restaurant's website time and time again.

What's new with the Write-On Handheld?

The next generation of the Write-On Handheld not only gives servers the ability to split checks, split items and split payment on the wireless handheld unit, it also allows servers to process all forms of payment, including credit cards and gift cards, right at tableside. This new flexibility is especially helpful in deterring credit card fraud, as the customer's credit card never leaves their sight.

Since commercial release in May of 2002, ASI's Write-On Handheld POS system has revolutionized order taking in hundreds of 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.

How has Restaurant Manager's touch screen POS system improved?

Restaurant Manager Version 15 helps restaurateurs succeed behind the counter and behind the scenes, making it the ultimate return-on-investment. There are dozens of enhancements to the fixed POS system. Restaurant Manager modules for Tables, Tabs, Delivery and Quick Service have all received a facelift to suit today's restaurant needs. Additionally, more than 100 features have been updated including the credit card interface, PMS interface and remote printing. Restaurant Manager is more powerful than ever, while remaining fully-configurable and easy-to-use.

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. For more information, please contact Christopher Wright, Director of Marketing, at (800) 356-6037 x109 or wright@actionssystem.com

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