

For Immediate Release

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Spring Rolls Enhances the Dining Experience By Implementing Wireless Order-Taking Technology

Toronto – Spring Rolls, a unique pan-Asian dining experience, announces today the installation of the next generation in restaurant service, a “digital pen and pad” from ASI called the Write-On Handheld™. The Write-On Handheld is a wireless point-of-sale (POS) system that enables the Spring Rolls staff to serve guests more quickly, and enhance the level of tableside service. This family-owned business is one of the first sites in Canada to feature this technology.

The Spring Rolls’ menu provides guests with a culinary tour of Southeast Asia. “Our extensive, creative menu features contemporary Thai, Vietnamese and Chinese cuisine,” says Hai Hua, Spring Rolls owner and executive chef. “Our clientele is always on the go, so speed and efficiency are an integral part of our success. With the Write-On Handheld, we have taken our service to the next level.”

The patented¹ Write-On Handheld is the only wireless POS system on the market that takes full advantage of the handwriting recognition capabilities built into the operating systems of pocket PCs. It is as easy to use as a pencil and pad with all the recognized benefits of automated order entry. The application, developed by ASI and distributed locally by Teletec Systems Inc., is the only handheld solution on the market that is able to handle a typical restaurant menu while enhancing customer service. Unlike other handheld systems that employ a touch-button approach, which can be cumbersome for use at tableside, the simple and intuitive Write-On Handheld allows a server to pay full attention to his or her customers while discreetly writing down their order.

“Before we adopted this technology, our servers were constantly running between the stationary touch screens and their tables,” says Erica Ng, co-owner. “Now our servers can take and send orders tableside, allowing them to spend more time focusing on our guests’ needs.” Ng continues, “Furthermore, the Write-On Handheld allows my servers to keep track of our eclectic menu, plus information about ingredients and recipes at their fingertips – literally. All of this, combined with the ability to let me view up-to-the-minute operational information, it’s a win-win for everyone!”

“The Write-On Handheld is great! It is extremely simple to use and allows me to send orders right from my table,” says waitress Rachel Ng. “I avoid lines at the touch screens and have more time to concentrate on my customers’ needs. I am able to handle more tables and my tips have increased – it’s incredible!”

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¹ U.S. patent, #464,361

“With most technological advancements, one must weigh the costs and benefits to the company and staff,” says Hua. “With the Write-On Handheld there have only been positives. Our guests are pleased with our enhanced service and our servers are thrilled with the discreetness of the product. The Write-On Handheld has delivered all that its promised and more.”

According to Andrea Thomas of Teletec Systems Inc., “The impact this product is making is amazing. In the past, the general consensus was that handhelds were only suitable for ‘special’ environments, like stadiums, outdoor patios, and other situations where there was a large distance between the customer and the fixed POS station and food preparation areas. The ‘consensus’ was based on the idea that handheld technology was too big, expensive, unreliable and very hard to use. This is no longer the case. The new generation of handhelds are smaller, cheaper and more reliable – and with software as user-friendly as the Write-On Handheld, it’s the first product I’ve come across that truly has no downside.”

If you would like to experience the Write-On Handheld technology firsthand, visit the Spring Rolls at 40 Dundas Street, West in Toronto. For more information on the Write-On Handheld, please contact Christopher Wright at 301-445-610 x109.

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