

ASI is taking handhelds to a higher sphere

In 1987 two engineers, Alex Malison and Smiley Hsu began toying with the idea of creating a better POS system for restaurants. Malison's family owned a restaurant in Spain and he wanted to offer the system to his father. Always striving to improve upon their work,

the two have gone on to create ASI (Action Systems, Inc.), which has become one of the top POS companies in the foodservice industry with more than 5,000 installations worldwide.

ASI just released its 14th version of its flagship POS system, Restaurant

Manager™. With each new version, the company has taken the feedback from restaurant owners and managers and incorporated their ideas into the system. "I've been selling POS systems since 1982," says Jim Gerow of POSitive Technologies in Portland, OR. "ASI's

Restaurant Manager POS system not only offers all the features my customers want, it's the easiest system for restaurateurs to use that I have ever sold."

Recently patented, ASI's Write-On Handheld™ is a wireless handheld POS system that is revolutionizing order tak-

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ing in restaurants across the country. Unlike competitive handheld systems that use a cumbersome touch-button approach, the Write-On Handheld is built on handwriting recognition to create a simple POS system that works just like a pencil and pad. Servers use the Write-On Handheld to quickly write down orders that are instantly sent to the kitchen right from tableside.

The advantages of the Write-On Handheld are numerous including increased speed and efficiency. By enabling the server to take the orders at tableside and immediately transmitting them directly to the kitchen, all without losing eye contact with guests, a number of things happen. First, there are many less errors. Second, guests are given better service and there are fewer missed sales. "Many of our customers have reported a 10-15 percent increase in sales simply due to the fact that the server can now spend more time on the floor," says Christopher Wright, director of marketing for ASI.

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He continues, "And because the system recognizes handwriting, the learning curve is very short. When a customer orders BBQ Shrimp the server simply writes a "B" (suddenly all menu options beginning with "B" appear on the screen). By the time the server writes the second letter, "S" standing for shrimp, the computer has already honed down the options to BBQ Shrimp. It's incredibly intuitive."

For a dealer nearest you, call 800.356.6037 or visit them on the Web at www.actionssystem.com for additional information on ASI's exciting products. *HN*