

Cinema Café chain continues roll-out of ASI's Write-On Handheld POS System

When entrepreneur John Walker opens his third Cinema Café in the coming months, like his first two ultra-successful establishments, it too will boast the latest point-of-sale technology sweeping the foodservice industry, ASI's Write-On Handheld™ POS system.

"The traditional means of writing down an order and re-entering it into a fixed POS station simply can't compete," says Walker. "Sure we run a movie house, but that's not where our greatest revenues are generated. The real money is in food and beverages, and like in any full service restaurant, that means speed and service are paramount. With ASI's Write-On Handheld, my wait staff are able to take the orders of 150-200 patrons all seated at once, send the orders instantaneously to the kitchen via a wireless network and serve everyone their food before the movie starts. It's really an incredible thing to see." Walker continued, "By providing timely and attentive service not only have our revenues risen with re-orders, but people are enjoying their experience and are returning again and again. Add in the fact that with the Write-On Handheld our servers are able to handle more customers, thus making more in tips, while I am able to decrease my labor, and it's easy to see why everyone loves it."

Mr. Walker's first two Cinema Café movie houses are located in Chesapeake and Virginia Beach, VA, respectively. The Chesapeake location has four theatres and employs 16 Write-On Handheld units. The Virginia Beach location has three theatres and employs 14 Write-On Handheld units. The new location, which will also be located in Virginia Beach, will have six theatres and at least 16 Write-On Handheld units.

"The thing about ASI's Write-On Handheld that makes it so successful isn't

just that it's a wireless handheld order taking device," Walker said. "I have many friends in this industry who have tried competitive wireless POS systems; in fact I have seen these systems first-hand. After sitting and talking to servers who have abandoned

their handhelds for a fixed-station, I know I have made the right decision going with ASI. With a large menu and countless modifiers, the flexibility of the handwriting recognition and intuitive abbreviations that ASI's Write-On Handheld provides is criti-

cal." Walker continued, "Having to page through multiple screens using tiny touch-buttons just to get to one item, I can see why the competitive solution is not working for them."

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The Write-On Handheld is a patented, wireless handheld POS system that, unlike all competitive products that use a cumbersome touch-button approach, 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, then instantly send the order to the kitchen right from tableside utilizing 802.11b wireless technology. 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.

To date, 88 individual foodservice establishments worldwide have purchased ASI's Write-On Handheld interface, an accessory to Restaurant Manager, ASI's flagship POS product. In every case, restaurateurs are experi-

encing a measurable increase in revenues, often times as much as 10-15 percent, due to the efficiencies afforded by ASI's Write-On Handheld POS technology.

ASI is the choice of restaurateurs who seek to build their business and take charge of their lives. With software created to facilitate a multi-store chain as well as any independent restaurant, ASI's Restaurant Manager has integrated modules for table service, quick service, delivery and bars and is the simplest comprehensive POS system to install, provide training on and use. ASI's software takes the work out of work and makes life more manageable for the hospitality industry. ASI has always set itself apart from the competition with an emphasis on user-friendly design and system stability. The company's approach to the Write-On Handheld interface continues in this tradition. *HN*