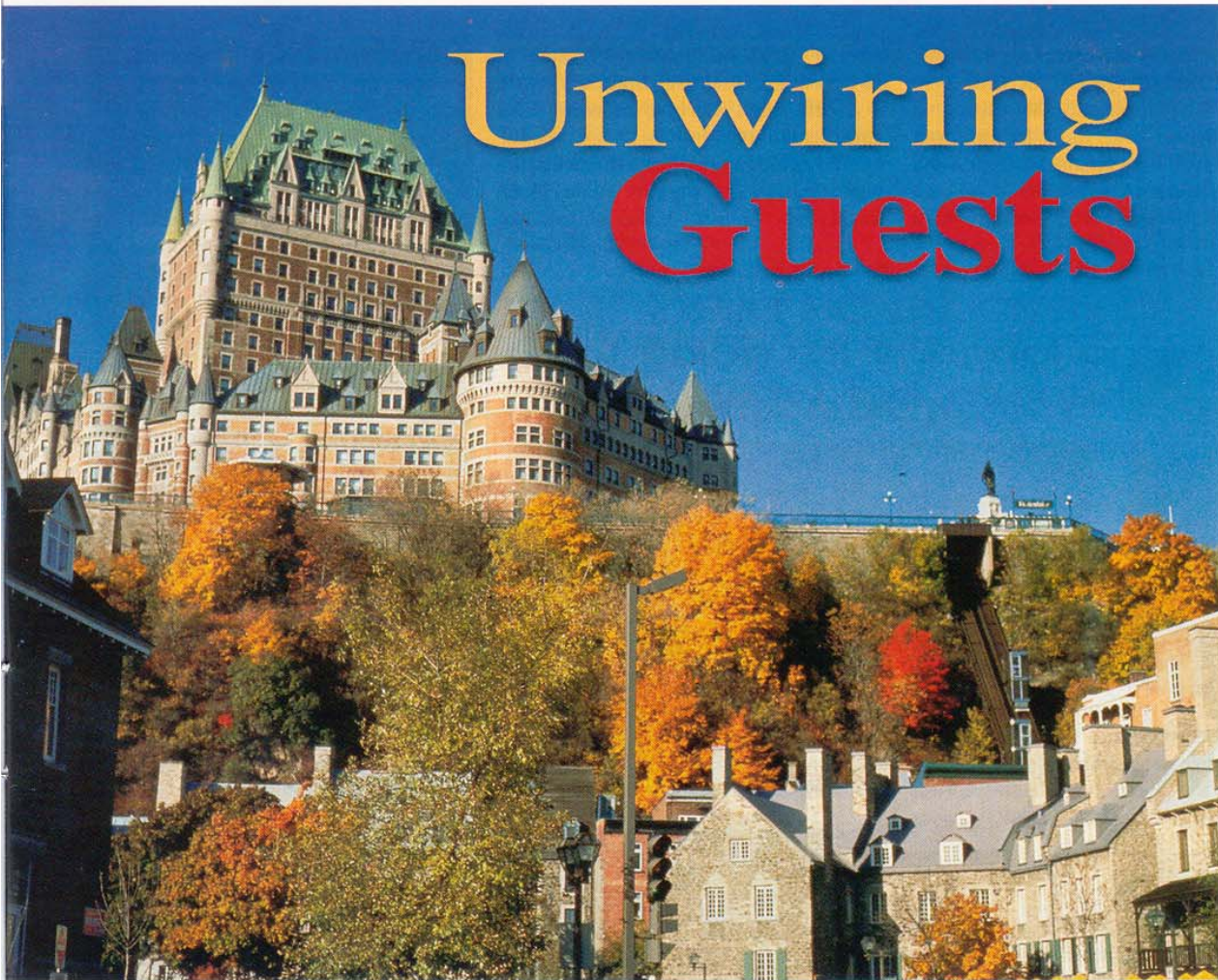




Note the highlighted text on page three regarding ASI's Write-On Handheld.

By Mary Carlin, Contributing Editor



Fairmont Le Chateau Frontenac

SPOTLIGHT ON WIRELESS

Hotel and restaurant operators are reaching out to guests by placing wireless technologies in the lobby and dining room—and even directly in their customers' hands.

Holiday Inn's just-launched 'E-Menu' is a tablet PC with wireless Internet connectivity enabled to inform and entertain guests while they sit at their restaurant table. "Customers are fascinated with food and consuming information, so we provide access to diet and health websites, as well as CNN and others," explains Mark Snyder, senior vice president, brand management, Holiday Inn Hotels & Resorts, North America.

Wireless networks are bringing improved services to the customers

The E-Menu also provides guests with an electronic version of the menu in different languages, through which they can order meals, view wine information, check calories and nutritional content, and even page the staff or manager. "Getting servers comfortable with presenting the E-Menu was a challenge," Snyder says, "until they realized how easy to use it is."

The new prototype Holiday Inns are entirely Wi-Fi enabled, including guest rooms and hotspots in common areas. Future enhancements to the E-Menu will include checkout facilities, where guests at breakfast can e-mail themselves the folio for their stay. Surveys will also gather customer feedback,



Unwiring Guests

which the company can show strategic partners like advertisers, according to Snyder. "The application is starting in the restaurant and then fanning out from there," he explains. "Soon we'll include check-in and checkout, as well as an online room-service menu, which

already paid off many-fold, and in sweat equity," enthuses Bradbury, "with a double digit increase in wine sales since its launch."

The wine world has embraced the new technology, despite some initial naysayers. "At first, it was almost like

Fairmont Hotels & Resorts has just teamed up with Hewlett-Packard to offer its Presidents Club members wireless-enabled HP iPAQ pocket PCs for use during their stays. In the hotels' recently installed hotspots, guests can access e-mail and informational websites through Fairmont's Virtual Concierge portal.

"Expect to see big growth in wireless in the next two years," explains Vineet Gupta, vice president of technology for Fairmont Hotels & Resorts. "We'll be growing this program into tablet PCs and future wireless devices as they develop. The challenge is to provide clean and seamless wireless service and to support the guests without spending enormous time through your help desk." When asked about ROI, Gupta explains, "We don't know what the impact will be. We're seeing it more as a guest services component."

"EVOLVE OR DIE: it's no longer if it's going to happen, but when."

Andrew Bradbury, Charlie Palmer's Aureole LV

will work on a pager system for employees to provide service that's felt and not heard."

Ameranth Wireless (ameranth.com) provides the wireless connectivity, and JTECH (jtech.com) provides the paging. ROI will be measured in increased guest satisfaction and better brand perception by comparing hotels with and without the E-Menu. "That'll be our 'straw man' for measuring ROI," jests Snyder.

Sweat equity

Andrew Bradbury, wine director for Charlie Palmer's Aureole LV restaurant in the Mandalay Bay Resort & Casino, has patents pending for his groundbreaking 'eWinebook,' which lists 4,000 wines along with the menu, food and wine pairings, and Web cam images of the 'wine angels' ascending the wine tower to fetch your wine. Diners can also e-mail tasting notes to themselves, and e-mail comments to the sommeliers and chef. The HP (hp.com) tablet PCs are integrated into Aureole's InfoGenesis' (infogenesis.com) POS system.

Bradbury plans to include customer-centric marketing, data mining, and tracking tastes with the next version of the system. The graphic design and code work were done by Seattle-based Cursivecode (cursivecode.com), and garnered the attention of none other than Bill Gates at eWinebook's initial launch during Comdex 2002. "It's

we were meddling with the church: 'This is a Vegas gimmick,' etc. But now I've had hundreds of requests for the eWinebook from restaurants worldwide," explains Bradbury.

The application is rolling out to other Charlie Palmer restaurants in the next few months, and by 2005 will include a "fully ready-to-go commercial product including a Web-centric system to track

A natural progression

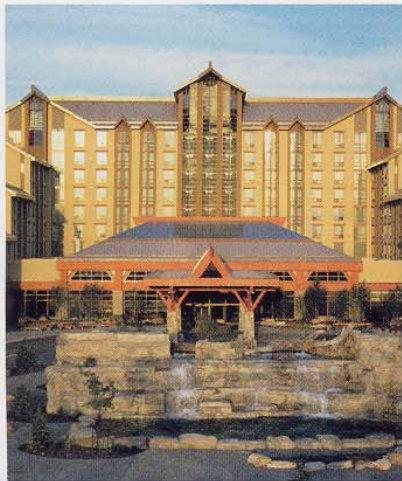
Suddenly it seems, handheld terminals are turning up in a wide variety of restaurant and hotel settings. Guests at



Medieval Times attained full ROI on its wireless POS in a month with increased bar sales.

your wine tasting notes and merge on- and off-premise wine sales," according to Bradbury. "We're changing the wine world—how we control inventory and access customers. Evolve or die: it's no longer if it's going to happen, but when."

Medieval Times, for example, don't seem to mind the anachronistic touch when ordering wine or beer. Medieval Times uses Symbol (symbol.com) PDAs and according to Richard Dunn, senior VP of merchandising, the restaurant



Casino Rama staff can check-in guests curbside with wireless handhelds.

earned a full ROI in one month. "With just one to two hours per guest, we need speed of service to drive revenue," he insists.

Leaving guests in their seats is equally important at Houston's Reliant Stadium, which is using Micros (micros.com) for in-seat ordering. Stacks' Restaurant, the legendary California breakfast diner, also tossed the wires for the next generation in restaurant service, a "digital pencil and pad" from ASI (actionsystems.com) called the Write-On Handheld.

The device is a wireless POS system that enables Stacks' staff to serve guests quickly and enhance the level of table-side service. The Write-On Handheld employs handwriting recognition capabilities built into the operating systems of pocket PCs. Used like a pencil and pad, it has all the recognized benefits of automated order entry.

"Before we adopted this technology, our servers were constantly running between the stationary touch screens and their tables," says Stacks' assistant manager Monika Kohn. "Now, our servers can take and send orders tableside, allowing them to spend more time focusing on our guests' needs. Furthermore, the Write-On Handheld allows my servers to keep track of our extensive menu plus ever-changing daily specials and puts

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!"

Mobile greeters

Ontario's Casino Rama has had such success with Agilysys' (agilysys.com),

formerly IAD, Bus Greeter, a wireless handheld device to check-in guests as they come off the bus, that it is expanding the system to encompass the casino, convention center, and hotel.

And Casino Rama is not alone, Hilton recently rolled out a new wireless check-in device for its entire family of hotels that integrates the OnQ system with a handheld device from

When image is everything...



...TPG's A795 makes yours great

Project the image you want with bright, crisp receipt graphics and customer-focused promotions and keep your patrons coming back for more. With TPG's A795 superior technology and patented print head design you're guaranteed sharper and more vivid POS printing every time – in monochrome or color – than either inkjet or other thermals can deliver.

Combine the A795's print quality with ReceiptEZ™ Receipt Promotion Software and your image becomes a lasting impression. ReceiptEZ lets you create promotions for all your patrons, or unique campaigns for targeted ones – without changing your POS application.

With brighter logos, clearer text, and appealing promotions, your patrons – and your bottom line – will see the improvement.

For more information about TPG's A795 single station printer with ColorPOS™ technology, contact your TPG sales representative, call 800 732 8950 or visit us online www.TPGprinters.com



© 2004 Transaction Printer Group, Inc. (TPG) a subsidiary of ATSI Holdings, Inc. ReceiptEZ™, and ColorPOS® are trademarks or registered trademarks of TPG. All rights reserved.