



## Sell Speed With Wireless Handhelds

While sales of wireless handheld POS (point of sale) units haven't taken off in the fast-food vertical, many VARs are finding success selling them into fine dining environments. "This is a serious wave of the future," says Tom Fuller, VP of sales at Positively Unique (Columbus, OH). "Customers have increased sales from 12% to 14% in the 20 sites where ASI handhelds have been installed." Fuller says the sales jumps have come as wait staff have been able to improve table turns, reduce time-consuming order entry mistakes, and serve customers faster.

Positively Unique sells Action Systems, Inc.'s (Silver Spring, MD) ASI Handheld, which features handwriting recognition technology that allows wait staff to use the unit much like they would a traditional pad of paper. The units allow wait staff to send orders to the kitchen or bar without leaving the dining room. While the end user benefits are obvious, Fuller says vendors have struggled a bit to get dealers into selling wireless. "There are increased technical support issues that many VARs might not be in a position to take on, but we're buying into it and finding it a good way to add value," he says.



**Action Systems' ASI Handheld features handwriting recognition technology.**