



For Immediate Release

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ASI / Restaurant Manager's Write-On Handheld™ Now on iPod Touch

New Tableside Ordering and Payment Platform Dramatically Lowers the Cost of Implementation and Reduces Training Time

Chicago, IL – May 22, 2010 – Action Systems, Inc. (ASI), makers of the Restaurant Manager Point-of-Sale System for the foodservice industry, today announced that their Write-On Handheld software is now available for use on Apple's iPod touch. First released in 2001, the Write-On Handheld allows servers to take orders and process payments right at table-side. The new solution is available to hospitality establishments using v17 of the Restaurant Manager POS System.

Installed in hundreds of restaurants nationwide, the Write-On Handheld is already proven to enhance customer service, boost check averages and speed table turns. "Providing the Write-On Handheld software on a PDA like the iPod touch offers all sorts of additional benefits to restaurants," said Alex Malison, CEO of ASI. "First and foremost is the low cost and reliability of the iPod touch itself. A more subtle, but ultimately more compelling, benefit comes in the seamless way the Write-On Handheld mirrors the standard user interface on the iPod touch. If a server has used an iPhone or an iPod touch, or has ever sent a text message, they can easily use the Write-On Handheld to take orders or process payments at table-side. There is minimal server training required."

Spiro Gioldassis, General Manager of Mrs. K's Tollhouse restaurant in Silver Spring, MD has implemented the Write-On Handheld on an iPod touch and immediately recognized the benefits. "Taking orders is extremely easy – there's virtually no learning curve. That allows servers to cover more tables and speed service to customers," said Gioldassis. "Moreover the iPod touch devices are not costly which has allowed me to outfit my entire server team with them."

When the Write-On Handheld on an iPod touch is fitted with a magnetic strip reader (MSR), the device also offers a powerful pay-at-the-table solution that speeds table turns and offers restaurant customers the added security of keeping their credit card in sight at all times. "Customers are acutely aware of the potential of credit card fraud. Having a fully-integrated, low-cost, table-side ordering and payment solution gives customers the extra assurance their information is safe while setting us apart from other restaurants," added Gioldassis.

CEO Alex Malison is convinced that wireless handheld devices are about to transform restaurant POS much the way touch screen technology did in the 1990's. "The efficiencies of mobile computing are undeniable, but handheld equipment has too often proven unreliable in the tough restaurant environment. The iPod touch is not only rugged, but the replacement cost is significantly less than other hardware platforms," said Malison.

About ASI

ASI was founded in 1987 and is a leading provider of cutting-edge point-of-sale and management software for the foodservice industry. The Restaurant Manager POS Systems focuses on solving real business problems faced by foodservice establishments helping them to cut costs and boost revenues. ASI offers its software products through a vast network of Value Added Resellers located around the world including the United States, Canada, Europe, the Middle East, Australia and Asia.

ASI can be found on the web at <http://www.rmpos.com> and <http://www.twitter.com/restaurantmgr>.



Servers can take orders and and payment tableside on an iPod touch.

The Write-On Handheld for the iPod touch provides a low-cost, easy to use option for taking orders tableside, as well as payments when combined with a fully integrated magnetic stripe reader (MSR).