



FOR IMMEDIATE RELEASE

WebDT 430 Handheld Solution from CBS Grabs Rave Reviews at Movie Tavern

Custom Business Solutions, Inc. (CBS) believes in working as true business partners with a customer to provide the technology solutions that contribute to the success of the customer's business. This hands-on approach has been an on-going success with the Texas-based Movie Tavern concept as CBS recently implemented the roll-out of DT Research's next-generation Handheld POS Terminals, the WebDT 430, in the chain's 14 theatre-restaurant locations.

"CBS goes back many years with handheld installations and it's exciting to see where the technology is today and what impact it can have on an operator's success." reports Art Julian, CEO of CBS, "Today the WebDT 430 handhelds have all the capabilities of a full-size POS terminal, and then some. For a concept like Movie Tavern, handhelds are a key to the guest's experience and they are a big factor in keeping labor costs where they should be."

Movie Tavern operates locations in Texas, Georgia, Virginia, Ohio, Kentucky and Colorado with a total of more than 300 wireless handheld units on the job. They went from about 125 handheld terminals to putting one in the hand of every server on every shift. Scott Nixon, IT Director for Movie Tavern, likes to talk about the customer experience, "As guests are seated, the server takes their drink order on the handheld and sends it to the bar. Then, as the conversation turns to appetizer orders, a runner brings the drinks right out. It's not unusual to see drinks arrive before the appetizer order is placed. Needless to say, it makes a great first impression on our guests."

When the lights go down at Movie Tavern it's time for the serving staff to "go stealth" at this movie-restaurant concept. "The goal is stay within eyesight and earshot of our guests, be able to take and deliver orders without being a distraction." according to Nixon, "It's a delicate balance and the WebDT handhelds are key to our performance and the overall guest experience at Movie Tavern."

The WebDT 430 is a server-based handheld, so data is not stored on the device but rather transmitted to a secure server, enabling PCI compliance. If a guest pays by credit or debit card, the server can swipe the card through the unit's MSR at the table, so the guest never loses sight of their card, adding to security.

Behind the scenes, the WebDT 430 handhelds play an important supporting role for Movie Tavern managers. Equipped with full POSitouch capabilities, the WebDT 430s put all the capabilities of a full terminal on the manager's belt. "It increases their functionality and flexibility tremendously," says Nixon, "They can be anywhere in the theater with the ability to swipe employees in, do time card adjustments, check adjustments or credits on the spot. Overall, the end result is best told in the numbers, we've seen a 2% drop in labor costs without negatively impacting our check averages and 100% happy guests."

The WebDT 430 handheld, with POS features in a compact, rugged design, offers Movie Tavern the ability to provide guests with efficient and secure service. With a 4.3" screen, staff can easily see the selection menu for quick operation. Focusing on tableside payment trends, the integrated magnetic stripe reader facilitates the reading of credit cards, debit cards, and gift cards at the table, allowing cards to be processed in the presence of the customer, thereby speeding up service and improving security and productivity. The 2D barcode scanner option makes the WebDT 430 flexible enough to take from the table to the warehouse for inventory, and the IP54 rating gives protection from drops and spills.

In the back-office, Movie Tavern locations are equipped with NorthStar Desktop, the CBS-developed software product that creates a customized desktop environment including task lists, reports, alerts, financial management tools and more. With the same desktop environment across all locations, Desktop becomes a roadmap for managers. They know what to do step by step each day, week and period. Reports available through Desktop keeps managers on track with how their location is doing compared to previous periods and other locations.

Expectations for customer service are evolving to include efficient, personalized and secure service as consumers see more technology advancements in their every day lives, such as self-service kiosks and personalized communications. However many businesses often must cope with the same or less staff

resources. The WebDT POS Handhelds integrated with POS software offered by CBS deliver a solution to keep ahead of the competition and meet the demands of increased guest expectations by providing a new level of personalized, secure service to guests while at the same time driving sales. From customer service to inventory, the compact and durable WebDT handhelds mobilize service staff with the right tool to bring personal and secure guest service, increase productivity and ultimately increase revenues.

ABOUT CBS

Custom Business Solutions, Inc. (CBS) provides a full range of technology products and services for the restaurant and hospitality industry. From the comprehensive NorthStar Enterprise Framework to fully integrated POSitouch point-of-sale systems, comprehensive training or contract maintenance services, CBS provides operators of all sizes with effective POS and reporting systems to drive their business. CBS is headquartered in Irvine, CA with sales offices throughout the Western U.S. For more information about CBS contact Art Julian, CEO, at 800-551-7674 or by email info@cbs-posi.com. www.cbs-posi.com

ABOUT MOVIE TAVERN

Movie Tavern combines the enjoyment of movies with an in-theatre dining experience. A menu of Classic American favorites is served to Movie Tavern guests while they enjoy first-run films in state-of-the-art auditoriums. There are 14 locations in Texas, Kentucky, Ohio, Colorado, Virginia and Georgia. The company was founded in 2001 and is based in Dallas, Texas. www.movietavern.com

About DT Research

DT Research™ develops and manufactures web-enabled information appliances for vertical applications. The WebDT family of products is based on thin computing platforms for secure, reliable, and cost-effective computing. WebDT products include digital signage solutions, wireless tablets, point-of-service handhelds, compact modular systems, and display-integrated information systems. These systems emphasize mobility, wireless connectivity and touch displays. Powered by Windows® Embedded and Windows XP operating systems, WebDT devices offer durability and ease in integration, leading to solutions that can be remotely managed with the comprehensive WebDT Device Manager software. For more information, visit <http://signage.dtri.com> / www.dtresearch.com.

Contacts:

Art Julian, CEO, Custom Business Solutions 800-551-7674
ajulian@cbs-posi.com

Penny Welsch, Media Relations 714-642-3560
media@cbs-posi.com

###