

# *iTouch POS*

**D**IGITAL DINING's iTouch POS solution for iPhone®, iPod touch®, and iPad® will increase a restaurant's performance, streamline its efficiencies, and thus increase profits. The iTouch POS enables servers to take and fire orders in high volume venues without ever leaving the dining area or running to and from a stationary terminal. The iTouch POS is fully integrated with DIGITAL DINING's standard suite, so you can add it to existing networks quickly and easily. The interface is consistent with the standard POS, so servers can start using it with almost no extra training.

The iTouch POS also allows credit card transactions to be completed on the iPad and iPhone using the same card reader used in Apple Stores®. This optional device has an extended battery and built-in protective frame, so they are ideal for restaurant environments.



iPad and iPod touch are registered trademarks of Apple Inc.

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## **Improved Customer Service**

The iTouch POS can improve customer service by enabling your servers to stay on the floor where they're needed. The iTouch POS allows servers to take and fire orders without ever walking to the kitchen, or even a standard workstation. In high traffic or arena environments, the iTouch POS allows servers to focus on serving customers, rather than running back and forth.

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## **Complete POS Functionality**

The iTouch POS puts all of the features of the standard terminal in the palm of your hand. The iTouch POS interface mimics the standard POS, enabling servers to access all of the robust features of the traditional standard POS with almost no extra training. Digital Dining gives you the freedom of a iTouch POS without sacrificing functionality.

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## **A Single Database**

The iTouch POS accesses the same database as your standard POS registers and updates transaction data in real time. Thanks to its integrated data architecture, the iTouch POS provides a robust and dynamic interface without a cumbersome third-party interface program, and you can ramp it up without recreating a whole new set of setup files.

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## **Integrated Credit Card Features**

The iTouch POS provides customers with quicker service and better security from credit card "identity theft." The iTouch POS supports portable credit card readers (including the readers used in most Apple Stores), so servers can swipe a credit card and complete a transaction without ever removing the card from the customer's sight. The iTouch POS also supports portable belt printers, allowing servers to print credit card slips right at the table.

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## **Suggestive Selling**

The iTouch POS puts the Item Out and Suggestive Selling features of the standard POS where they matter most: at the customer's table. When a customer orders an item that is out of stock, the iTouch POS alerts the server, who can respond immediately and suggest an alternative item. The iTouch POS can also access recipes or photographs of menu items, enabling servers to answer customer questions with minimal guesswork.



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Features	Benefits
Send & Stay	The Send & Stay feature allows servers to fire orders to prep printers without closing a check, so bar and kitchen staff can start preparing drinks and appetizers before a table even finishes ordering the first round.
Suggestive Selling and Item Out Alternatives	By enabling servers to provide immediate feedback to customers, the iTouch POS allows you to use potent counter-service features, like suggestive selling prompts and "item out" alternatives, in table-service venues.
Inventory Stock Take	Digital Dining's Inventory program also includes handheld stock take capability. Since the iTouch POS does not require proprietary or dedicated hardware, you can use the same devices to perform inventory stock take during non-business hours.
Integrated Frequent Dining	The iTouch POS includes all of the Frequent Dining features, so servers can provide account updates to frequent diners right at their table.
Menu Item Information	Servers can use the iTouch POS to access menu item information, such as photographs and recipes, to answer customer questions more quickly and accurately.

