

3 out of 4 pour more



More brands. More programs. More innovation. More support. More ways to help you sell more beverages than ever. No wonder 3 out of 4 operators partner with Coca-Cola FoodService. Pour more. Profit more.

www.cokesolutions.com 1-800-241-COKE.

© 2007 The Coca-Cola Company. "Coca-Cola", "Coke", "the Contour bottle design" and "Every Ounce Counts" are trademarks of The Coca-Cola Company.

Coca-Cola
FoodService
Every Ounce Counts

VISIT
BOOTH #2003

RESTAURANT DAILY NEWS

AN INDEPENDENT PUBLICATION NOT AFFILIATED WITH NRA

Saturday, May 19, 2007

Oser Communications Group

Chicago

WAVESOFT TECHNOLOGIES EMPOWERS RESTAURANTS WITH WIRELESS TECHNOLOGY

Wilson Chao, President & CEO of
WaveSoft Technologies Corp.



RDN: What makes WaveSoft a unique Point-of-Sale Company?

WC: We are not just a POS vendor but a handheld centric developer with an exclusive hospitality industry focus since 1996. While legacy desktop systems still dominate the scene in the US market, our revenues are almost entirely from handheld system sales. Our success in this market space is a result of strong commitments to technology development with unparalleled reliability and performance.

RDN: Tell us about your product?

WC: Our product is called 'Wireless in a Box' system or wBox for short. wBox can be licensed as standalone PDA software, which can be integrated into an existing POS system, or as a total wireless POS system for full restaurant operations. In addition to the front end handheld application, we supply extensive SDK tools, API and XML interfaces for third party POS vendors to easily link up existing POS solutions with the wBox technology.

RDN: What is the value to your partners?

WC: Many of our systems are sold through existing POS vendors who see the unique benefits of our technologies. It is very challenging for companies to keep up with the pace of technology, and to meet customer's requirements. WaveSoft increases competitiveness for our partners by providing immediate availability of powerful standalone and integrated handheld systems.

RDN: What distinguishes your product from the competition?

Many handheld systems are thin-client or dumb terminal programs modified directly from their desktop counterparts. They are generally unreliable, and normally associated with very high implementation and maintenance costs. wBox is based on a complete ground-up software engineering process since 1997, so effectively we have developed a native POS system for PDAs. The system has optimized communication layers so it is robust, offline capable and extremely battery friendly. You can install wBox onto any Windows Mobile device in a matter of minutes.

RDN: How do you envision the impact of your product?

WC: The concept of a handheld POS system is not new. Compared to fixed terminals, the mobile terminals are extremely efficient, orders can be sent anywhere within a restaurant, and credit cards can be processed right next to diners. New mobile technologies yield even greater return on investment. These systems have improved functionality, color screens, reduced weight and most importantly a fraction of the previous costs. The handheld POS demand has been strong in Asia and Europe for some time, but we are just starting to see increased interest in N. America in 2007.

RDN: How can interested readers learn more about WaveSoft and its product?

WC: If you are attending the NRA 2007, simply stop by our booth (5782), we will be glad to demonstrate our technologies. Our web site www.wavesoft.com is also a good starting point and covers pretty broad information. If you share the same vision that wireless POS systems will be the future for restaurant automation, WaveSoft is actively seeking partners and resellers for our product. We welcome you to join in our growth! Please feel free to email us at info@wavesoft.com