

iPad Minis Are The Perfect Order!

DD Mobile drives
service & sales at
popular diner.



If you visit Bobby's Hideaway for breakfast on a weekend you'd better be prepared to line up.

They serve up 650 to 750 breakfast plates each Saturday and Sunday morning out of the 100-seat diner located on Queen Street in the heart of Streetsville.

And thanks to Digital Dining and iPad Minis, the wait is never long, says Bob Ciprovski, owner of the popular Mississauga restaurant that is always packed on Saturday and Sunday mornings as well as most weekdays.

Business hasn't always been this brisk, adds Bob.

"When I bought this place 19 years ago we weren't very busy, and I was always looking for ways to increase business. I added seats and did some other things. Finally, I thought maybe a better POS system would help. We chose Digital Dining because of its hand-held capabilities."

Working with the Armagh team, Bob discovered the best solution for hand-helds was Digital Dining on the iPad Mini. Once deployed the results came quickly and in dramatic fashion.

"The introduction of this technology increased daily breakfast sales by at least \$500," notes Bob. "There is no wasted time

because our servers are entering orders directly at the tables, and then sending them to the kitchen instead of writing them once on order pads and then entering them again at a POS station."

Customers love the system because food gets to the table faster than ever before.

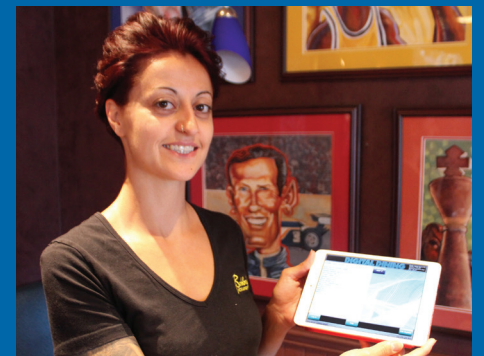
"Our customers are fascinated by it. They are surprised that a little independent has this kind of technology, but they don't see it in any of the bigger chains.

"The biggest advantage though is speed. Our customers know that once they sit down, they'll have their food within five to 10 minutes even when the place is packed."

Armagh's expertise and responsive service team made the transition to the new system as painless as possible, Bob adds. "I'd definitely recommend Armagh and Digital Dining to any restaurant operator."

About Armagh: The POS Specialists

Armagh has been serving the grocery, retail and hospitality industries in Canada since 1979, delivering solutions for a range of operators, from single-unit small businesses to multi-unit national chains. We are specialists in touch screen and scanning point of sale (POS) systems for both restaurants and retail stores, cash registers,



Bob Ciprovski welcomes breakfast lovers to his popular diner in the heart of Streetsville.

Server Abby shows off her iPad Mini.

scales, liquor inventory control systems, and grocery label and wrapping equipment.

With 30+ years POS industry experience the sales staff at Armagh provides experienced consultants in point-of-purchase management, customer service efficiency, process automation, and restaurant order management.

Armagh's award-winning Catapult Retail Software and Digital Dining Restaurant Software are best-in-class, and Armagh is a Platinum Toshiba POS Partner.