

*News Release***Thanks to Honeywell's Captuvo SL22 Enterprise Sled, Fans Seeking Playoff Merchandise at Ballparks in Detroit, St. Louis and Baltimore Have Increased Points of Sale**

- *Delaware North Companies Sportservice, a global leader in hospitality and food service, uses solution from technology reseller STG, with FoundryLogic Retail Mobile POS™ app running on Honeywell Captuvo SL22 sled with Apple iPod Touch®*
- *Mobile POS speeds purchase process to maximize between-inning sales of commemorative merchandise with finite shelf-life*
- *For a game that doesn't like "errors," the solution provides point-to-point encryption with zero errors*

Fort Mill, S.C. (Oct. 17, 2012) — With 162 professional games for each team stretched between April and October, baseball's regular season moves at a methodical pace. But for the ten best teams in the game, the season kicks into overdrive as the playoffs start. Each pitch becomes increasingly important –for both the teams and fans that show their support by packing the ballpark, wearing their team's colors, and cheering until the final out. For Delaware North Companies Sportservice, the food, beverage and retail provider at several major-league stadiums, baseball's playoffs present a tremendous opportunity – and a challenge.

- Satisfying peak demand for the largest in-store crowds of the season
- Managing inventory and selling new SKUs of commemorative products
- Speed-up the checkout process for fans who don't want to miss a single pitch
- Complete more transactions per game to satisfy guests' needs – without an error

Buffalo, N.Y.-based Delaware North worked with their Retail POS partner and fellow Western New York company, Systems Technology Group (STG), to help identify the solution for this challenge, adding its recommended services to accommodate fans' postseason needs at Baltimore's Oriole Park at Camden Yards, Detroit's Comerica Park, and St. Louis' Busch Stadium. STG implemented a mobile point-of-sale solution on top of Delaware North's existing Retail Pro retail management solution, using FoundryLogic's Retail Mobile POS application running on an Apple iPod Touch, enabled to accept payment and scan barcodes when docked inside the new Honeywell Captuvo SL22 Enterprise Sled. Each associate is a completely self-contained checkout, with receipts printing on a belt-clipped QL Plus series mobile printer from Zebra Technologies, and bags attached to a carabiner on another belt loop.

“Unlike a traditional retailer, our stores have a limited window of operation during our busiest times,” said Jeff Hess, vice president of retail for Delaware North Companies Sportservice.

“Depending on the team’s performance, the store may close for the season after just two playoff games. We needed a fast and reliable solution that could be implemented quickly. STG delivered on all counts.”

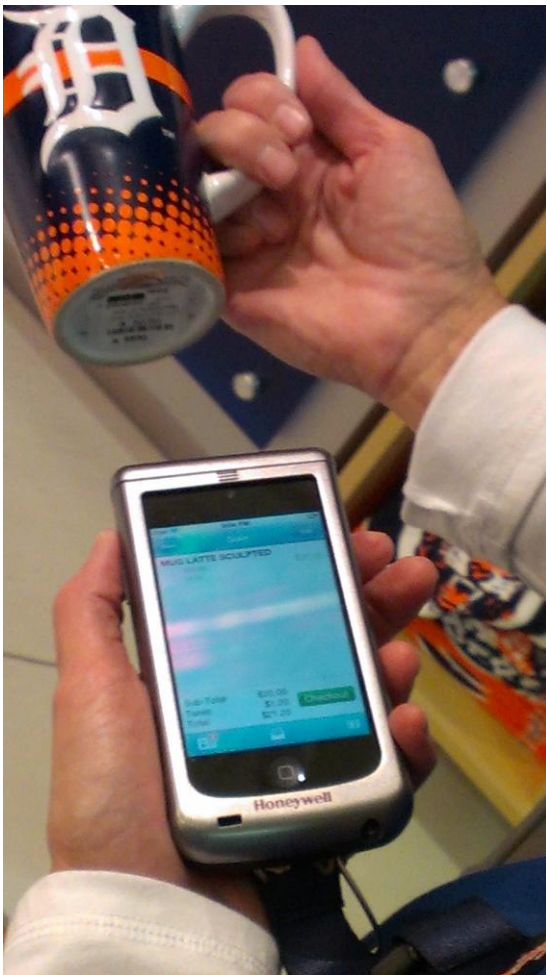
The FoundryLogic/Honeywell combination delivered with a winning performance in the first round of the playoffs in all three cities, with continued positive results in Detroit and St. Louis as their teams advanced.

“The Captuvos have successfully processed transactions continuously throughout all of the games played thus far,” said Tom Lansing of STG. “Fans loved being able to quickly make their purchases and get back to the game without having to wait in line. Delaware North’s associates were up to speed quickly on the FoundryLogic app, since it integrated seamlessly with their existing Retail Pro point of sale software and uses the same Apple operating system that they are used to from their personal devices.”

Retail Pro International CEO Kerry Lemos commented on his company’s role in the integration. “We see our technology as a foundation of success for retailers like Delaware North. Building on the robust base of Retail Pro solutions, retailers have infinite ways to be creative in their business and relevant to their customers at any moment in time.”

“Point-to-point encryption was also a requirement for the solution, which is enabled through FoundryLogic’s partnership with Shift4 secure payment processing,” said Scott Anderson, Partner at FoundryLogic. “The fully managed point to point encryption service provided by Shift4 is a critical component to reduce the PCI burden and provide enhanced security.”

Bob Grabowski, Honeywell’s Vertical Marketing Manager for Retail markets, agrees. “If you think the Christmas holiday shopping season is too short, imagine how Delaware North feels when they may only get eighteen innings to clear out that season’s merchandise,” Grabowski said. “The fact that they have been able to process so many time-sensitive transactions without a single error proves the reliability of this solution for any retail environment.”



For more information, please visit www.honeywellaidc.com.

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