



Learn about self-service technology at the NRA Show

by [Fred Minnick, contributor](#) * • 10 May 2006

Are you considering deploying self-service machines in the near future? If the answer is yes, you might want to consider attending the 2006 National Restaurant Association's Hotel Motel Show May 20-23. There will be 14 self-service exhibitors at the show.

According to an Adusa Inc. study, self-service machines can increase average checks by \$2 through digital upselling.

"Consumers want the choice of being served or serving themselves," said David Drain, the director of the [Self Service and Kiosk Association](#). "There are a growing number of consumers who prefer self-service and are looking for kiosks and other line-busting solutions to speed up the service and ensure accuracy in the order process."

Drain said digital signage is not only a very attractive way of grabbing consumers' attention, it is highly customizable and can be controlled by the manager, operator or entry-level employee.

Long Range Systems will be marketing its EZ Card solution at the show. According to the NRA Web site, EZ allows customers to purchase gift cards at any time. The integrated printer will even give them a receipt. Customers can purchase new cards, add value to existing cards or just check balances. EZ Card is wall-mounted and installs in less than three hours.

Other self-service-related exhibitors include Flytech Technology, Hospitality Solutions International, POSitouch and Radient Systems. The show is also presenting a class on self-service technology: