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ABOUT CAPTON

Headquartered in San Francisco, California, Capton is a leading developer of RFID-based pour monitoring and business control solutions for the hospitality industry built on advanced Microsoft technology. Capton sells and supports its products through a corporate sales and support group, a worldwide network of resellers and via OEM partners that integrate Capton technology into private label solutions. Capton solutions are installed today in nightclubs, resorts, restaurants, hotels, sports stadiums, clubs, casinos, and many other types of hospitality venues across the United States and around the world.

FOR MORE INFORMATION

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Capton's Beverage Tracker is Installed at Treasure Island (TI) Hotel and Casino

Capton, an RFID solutions provider to the hospitality industry, announced today that Treasure Island (TI) Hotel and Casino, Las Vegas, has chosen the Beverage Tracker system to monitor beverage operations in its casino bars. Beverage Tracker is an RFID-based solution for pour monitoring, inventory control and revenue management for free pour beverage operations within hospitality venues.

TI chose Beverage Tracker after the successful completion of a pilot. Adam Odegard, VP Food and Beverage at TI said, "They proved the system's fit in the fast paced operating environment of a casino bar operation and provided operational data that allowed the justification of the capital purchase of the system. The insight we gained on actual pour practices in our bars versus our targets was invaluable."

The Capton solution at TI involves deployment of a patented, spout-based RFID device that accurately measures what brand was poured and how many ounces goes into every drink. The system records the activity and provides reports to management teams, who now have the information they need to spot over pouring and other bar practices which can lead to liquor costs being over target 2% to 10%.

Kay Kolbo, Beverage Manager at TI added, "The most amazing thing about the product experience was how simple it was to install and begin using. It does not affect the bartender's ability to produce in any way and it is also a great tool for monitoring exactly what is going across the bar to the consumer at all times. The system is so advanced with it's accessibility to run numerous reports that it will be a great asset to us in becoming a more proficient department to the bottom line that is most appreciated."

The project involves the installation of Capton in the casino bar operations, monitoring over a thousand bottles. The pilot process involved a 30 day Pour Analysis in one bar operation which led to a detailed ROI study. Subsequently, the decision was made to install the system property wide at TI.

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