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Capton and Lone Tree Technology Form Strategic Partnership

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. 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, an RFID solutions provider to the hospitality industry, announced today a strategic partnership with Lone Tree Technology, a consulting, integration and software development firm, and the release of a POS Integration Module. The product has been developed as a joint venture between both organizations. The POS Integration Module utilizes liquor pouring information from Capton's Beverage Tracker beverage control application, together with POS item sales information from a suite of standard POS solutions, allowing customers to define drink recipes. A customer now can monitor common liquor shrinkage problems such as substitutions and free drinks.

Scott Martiny, Capton's CEO, said, "Lone Tree is a great organization. They know the POS industry, and their reputation for building quality applications that enhance the value of POS solutions is well respected not only by customers but by the POS reseller world that ultimately sells and supports those POS solutions." Gary Bartel, vice president of business development for Lone Tree added, "For us, Capton was the only option we could consider. Today, they are the only vendor who has demonstrated via hundreds of customer installations, a real solution for beverage control in a free pour bar operation."

The POS Integration Module is designed to integrate easily with POS providers such as Aloha, Micros, Positouch and InfoGenesis. Scott Martiny further said, "When we visited with Lone Tree, the professionalism of their development team impressed us. They have made a major investment in building development infrastructure that includes every major POS system running in their test labs."

The POS Integration Module will be offered by Capton via its direct and indirect sales organizations, which includes POS resellers covering hundreds of cities across the United States. Gary Bartel said, "Capton has invested in creating not only a great product, but a high quality and extensive sales and support team."

Don Potter, CEO at Pinnacle Systems, a major Positouch reseller in the Southeast added, "This product and partnership has accelerated interest in our customer base about moving forward with Capton technology. Now it's possible to spot every single time a bartender pours a drink and does not ring it up on the POS - or rings it up at a lower price. For customers focused on quality, it's also possible to see when bartenders aren't making the drinks in accordance with the defined recipe for that drink."