

the Opticard platform is letting us connect with our customers like never before. Now we can see who our less frequent players are and provide them with incentives to go out on the links more often," says a spokesman for golf pass and junior programs, SWSPGA.

- Tel: 020 7070 4100
- www.opticard.co.uk

**NEVER LOSE TOUCH AGAIN WITH DYNMARK INTERNATIONAL**



Mobile messaging applications developer Dynmark International Ltd has launched e-txt™, a bulk SMS text message management and distribution system which operates like familiar e-mail applications. It allows PC users to send and receive bulk SMS text messages, set up SMS text campaigns, publish mobile internet sites and set-up email.

- Tel: 0870 240 3579
- www.dynmark.com

**CONFERENCECALL**

Golf clubs hosting events and conferences may be interested in ConferenceCall from CST (Call-Systems Technology).

The wireless and simple-to-use system means guests can press a button on the ConferenceCall set, and a message is sent instantly to a pager worn by the relevant member of staff. One button might summon the beverage manager, for example, another the event manager.

As it is a wireless, ConferenceCall can be moved from room to room, is easy for guests to hold and carry, and staff can be taught to use it in a matter of minutes.

- Tel: 0800 389 5642
- www.call-systems.com



**ESELLER PROVIDES VARIETY TO GOLF CLUB REQUIREMENTS**

Eseller.co.uk provides a variety of screens and projectors. Most products are kept in stock and delivered on a next day basis.

Products include:

- Projectors with Smoke Warranty cover as standard.
- Replacement Bulbs
- Projection Screens
- Plasma Screens
- Brackets / Mounts
- Cabling
- TV / Projection Trolleys
- Sound Speakers/ Amplifiers

- Tel: 01633 895 918
- www.eseller.co.uk

**BETAMINDS PLANS TO LIGHT UP THE GOLF COURSE**

Betaminds – a technology company delivering display solutions has recently launched a new product for creating 3D

holograms indoors in mid-air, called the Heliodyisplay.

It is able to project an image from an ordinary computer, DVD player or other source into, what seems like, thin air. The effect is achieved through a process of modified air (which has no impact on the environment).



**EPOS IN ACTION**

While players enjoy a round at Silverstone Golf Club in Stowe, Buckinghamshire, there is plenty of activity going on in the bar and restaurant.

Like all golf clubs, the bar and restaurant is an important aspect of its social scene as well as being a good source of income.

Silverstone has 500 members and is open to non-members and societies.

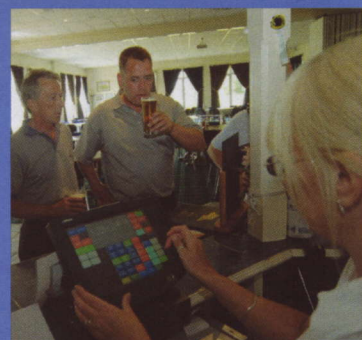
In order to cater for them before and after they tee off, hot drinks are served in the bar from 8.30am until closing time and alcoholic drinks from 11am (Monday to Saturday) and 12 noon (Sunday) until closing.

Food is served from 8.30am until 3pm (Monday to Thursday), 8.30am until 9pm (Friday) and 8.30am until 5pm (Saturday and Sunday), ranging from breakfast and snacks to three-course meals.

In order for club manager Bryan Major to run the food and drink side of the operation successfully, he uses EPoS (electronic point of sale) terminals from Zonal Retail Data Systems.

The EPoS system records every sale, from a pint of beer to a packet of peanuts, making re-ordering an exact science; he can see which products are and aren't selling and order accordingly.

All of the information from the different EPoS terminals in the bar and restaurant is directed to Major's own computer, so that he can analyse the findings.



Major also sees the terminals as an advantage on the food side of the operation, allowing speed of service and good communication between the server and the kitchen staff.

Once the order is taken it is inputted into the EPoS terminal and the order, table number and any specific instructions regarding the food, is automatically printed out in the kitchen. Food can then be prepared to order without the need for the server to bring every order directly into the kitchen.

The system can also highlight the busiest and quietest times of the day, allowing the manager to staff up or down accordingly. It will also identify quiet times, which he may tackle by running special promotions to boost trade, for example.

"Running a successful golf club takes a lot of time and effort and any system that can assist me in providing the information I need quickly and efficiently is a great benefit," says Major. "EPoS is widely used in the pub and restaurant sector and it definitely has a place within golf clubs too."

- Tel: 0870 777 5445
- www.zonal.co.uk



Betaminds' Heliodyisplay also behaves as a virtual touch-screen. Without special gloves, glasses or pointers, viewers can interact with the image floating in front of them using their fingers. The display also creates the illusion of being three-dimensional because it is floating

in space. The image is flat and can be seen clearly at 75 degrees off-aspect.

"Your imagination is the only limitation on the number of ways the Heliodyisplay and Digital Ink can be used," says Kenneth Siber, co-founder of Betaminds. "If people see one of the displays in a golf club environment, it will stop them in their tracks. Both products create a stunning way of showing new products and relevant information to club members, either inside the restaurant or bar, or outside on the golf course," he says.

- Tel: 0207 6814 045
- www.betaminds.com