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SoftTouch Enhances DineBlast Mobile Payment Solution

SoftTouch LLC announces that it has incorporated significant enhancements to its newest solution, DineBlast Mobile, which allows take-out, curb-side, quick-service restaurant and table service patrons to use their mobile phones and PDAs to electronically place an order and pay for their meal while at the restaurant.

DineBlast Mobile will enable customers to connect their smart phone or laptop to the DineBlast Mobile Wi-Fi network and instantly route to an order selection screen, where a fully interactive menu allows the customer to:

- Enhance Table Service - unlike traditional quick-service restaurants, patrons can order food directly from their table instead of having to wait in line.
- Place orders to-go - with curbside ordering, users are a few clicks from receiving their meal without ever leaving the car.
- Place "My Favorite Orders" - users can save their favorite or most repeated orders for quick ordering and pick up. Now with one-touch ordering, a morning or lunch ritual can be completed even faster!
- Provide Customer Crucial Feedback - users have the ability to complete customer feedback surveys in order to provide restaurants with valuable diner experiences.

Along with this new service upgrade, [Froots Smoothies](#) will be rolling out the technology in 10 locations across the country with plans to deploy at over 40 locations in 2009. Froots Smoothies is a national chain offering healthy alternatives to traditional fast food fare.

"Froots has always perceived itself as an innovative player in a very niche market, with innovation-hungry customers," says Charlotte Russell, Executive Vice President of Franchise Development, Froots. "Ten years ago you would never think that people would be so reliant on the Internet or mobile phones, however this now seems like the natural progression that all restaurants should be considering. We're excited to start using DineBlast Mobile and are pleased to be on the forefront of this new form of customer service."