

## Joe Media Poised for Growth

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Joe Media Inc. is proud to announce an agreement with iPass that will help ensure quick and seamless deployments of wireless networks at Denny's restaurants and other locations.

Joe Media is providing free WiFi to Denny's customers as well as free equipment, installation, and service to Denny's owners.

'This has been a long time in the making, and we're very excited about our pre-launch of the Joe Media solution. We are a few months behind schedule on our rollout, but believe it will have been worth the wait, considering the additional functionality we've built in. We gained a lot of valuable feedback from franchisees during last year's DFA conference, and we've gone back to the drawing board with our technology to create a truly customized solution for Denny's.', says Christian Braemer, President of Joe Media Inc.



Being a former restaurant owner himself, Christian understands the dilemmas associated with offering this type of service. 'The last thing you want is a customer squatting in your restaurants for hours on end, while other people wait in line', Christian continues. Joe Media has included a time-out capability in its software to keep people from doing just that.

Joe Media understands the franchisees need to connect with customers as valuable feedback often times never makes it to management. 'This is a great way for store owners to learn more about who their customer is, facilitate a loyalty program, and/or conduct surveys on their customers' dining experience.', says Becky Carroll, advisory board member for Joe Media and a former director of Marketing for HP.

'The need for Wireless communications via the internet is increasing with the advent of new mobile devices. More and more business people are getting their news and information from the internet as opposed to traditional media', says Ake Persson, advisory board member to Joe Media and former President of Ericsson Wireless Communications. 'Joe Media understands the increasing need for a mobile office and is facilitating that in the best interests of the restaurant owner.' Ake continues.

Joe Media aims to make Denny's a destination for the 'power breakfast' and other off-peak hours. Students, travelers, and truck drivers alike, will also greatly benefit from this service. This should also provide another avenue for Denny's to promote its gift cards as well as a great way to push special menu items.

"The bottom line in food service marketing is giving the customer more benefits than your competitors", says Kenneth Marks, a national marketing consultant and advisor to Joe Media Inc. "This free WiFi service being introduced into Denny's franchisee-owned restaurants is another way to win the hearts and minds of consumers in the extremely competitive marketplace for dining dollars" Marks stated.

Joe Media has addressed the network security issue by using dedicated internet connections to power its hotspots.

Joe Media is very excited about its partnership with the DFA and is looking forward to a long and mutually beneficial relationship. For additional information, please contact Joe Media at [info@joemediainc.com](mailto:info@joemediainc.com) or call (858) 692-6143

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