

Do-it-All Smartphone — Dining and mobile devices belong together more than ever

Berlin, 24 July 2012 - Recent surveys have found that 41 per cent of all German mobile phone users aged 15 and above are using a smartphone.* The stage is set for these popular touchscreen devices to be used for much more than just making phone calls. On average, smartphone users spend around 25 minutes each day on the internet, another 17 minutes on social media sites and just 12 minutes making actual phone calls.** iPhones and Android phones are also frequently used while multitasking, such as while watching television, waiting for a bus or during meals.

Checking recipes on a smartphone app; posting photos of restaurant food to Facebook***; researching ingredients on supermarket foods or searching for restaurant deals — eating and mobile devices are already closely associated. More than 29 per cent of social media users access Facebook or Twitter while eating or drinking at home. 19 per cent are online when they're grabbing a snack between mealtimes.**** Eating and social network activity seems to belong together for many people.

"The Smartphone is that helpful little friend who's always at your side, and particularly when there's food involved, mobile devices will continue to play an ever-larger role", says Jakob Schreyer from orderbird (www.orderbird.com), the leading provider of mobile POS systems (iPad, iPhone, iPod touch) for restaurants. "Alongside our mobile POS system, we are also developing an app that will let guests dock directly to the restaurant's ordering system. They'll then be able to submit their order wherever they are — a tremendous time savings for all involved", explains the orderbird co-founder, referring to the necessity of mobile links between restaurant and guest.

Mobile Internet usage as a mass phenomenon — smartphones are dropping in price, with countless models and mobile flatrate tariffs to make them more convenient to use. Mobile applications are also growing increasingly integrated into all aspects of life: Roughly 46 million iPhone apps in all were downloaded in the first quarter of 2012 alone.***** Having established an innovative mobile POS system for restaurants, orderbird is now working on supplemental functions to serve other modern needs of both guests and restaurant manager. This includes an upcoming add-on to allow credit/debit card payments directly via the Apple device. An orderbird app for guests will allow them to order food in advance from home or the office using their smartphone.

* Study by BITKOM, July 2012 http://www.bitkom.org/de/presse/8477_72686.aspx

** Study by O2 "All about you", June 2012 <http://news.o2.co.uk/Press-Releases/Making-calls-has-become-fifth-most-frequent-use-for-a-Smartphone-for-newly-networked-generation-of-users-390.aspx>

*** WeKnowMemes "Instagram is down", July 2012
<http://weknowmemes.com/2012/07/instagram-is-down/>

**** Study by Flowtown, April 2012 <http://www.flowtown.com/blog/dine-and-dish-are-social-media-and-food-the-perfect-pairing>

***** madreport 2Q 2012, June 2012 <http://madvertise.com/wp-content/plugins/download-monitor/download.php?id=128>



About orderbird:

orderbird (www.orderbird.com) is an award-winning iPad Point of Sale system for the hospitality industry. orderbird was founded in 2011 by Jakob Schreyer, Bastian Schmidtke, Patrick Brienens and Artur Hasselbach with the goal of establishing a more affordable and intuitive POS system that fits the real needs of the modern catering industry. The fast-growing company is currently home to more than 45 employees at its Berlin location. Over 2,000 customers — restaurants, cafés, bars, clubs, ice cream shops and beer gardens — in the United Kingdom, Ireland, Germany, Austria and Switzerland are already using the orderbird POS system.

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