

Mobile payment at the point of sale: orderbird integrates card payments into its iPad POS system

Berlin, 16 August 2012 - Berlin-based orderbird AG is introducing a mobile card reader solution from Wirecard AG of Munich. The two products work in harmony to deliver revolutionary service to the restaurant and bar industry. "Our cooperation with Wirecard allows us to expand our mobile POS system for our customers to include a market-ready payment solution for mobile devices. The card reading device is inserted directly into the iPad or iPhone to accommodate card payments from the guests", explains Jakob Schreyer from orderbird (www.orderbird.com), the leading provider of mobile POS systems (iPad, iPhone, iPod touch) for the restaurant and bar industry. "Wirecard was our top choice because they offered the most innovative payment solution".

The card reader solution from Wirecard used with orderbird consists of a card reading device, known as a dongle, that plugs in directly to the smartphone or tablet at the restaurant. The payment process itself is uncomplicated. Overhead for the dining establishment is minimal since no additional terminal device needs to be purchased. The cards are accepted via the Wirecard Bank. Anne Signorino, Managing Director of Wirecard Retail Services, explains: "We are looking forward to working with orderbird, a highly innovative provider of POS systems. Through our mobile card reader program, we as payment service providers are focusing on more integrated solutions".

Customers of orderbird who are already using the professional iPad POS system will receive the reader for free as part of the standard package. While many international providers of mobile payment solutions work by reading out the magnetic strip, "orderbird PAY" instead relies on EMV technology (reading the chip) as a fraud-proof alternative for both dining establishment and guest. The solution from orderbird can also be used on other industries, as it takes advantage of a payment process tried and tested a million times over.

Paul Kregel, Managing Director at the Vietnamese restaurant Babanbè, is one of the first customers to test "orderbird PAY": "The extension of the POS system has simplified my organisational work several times over. Transaction costs are low, so I let my guests pay anywhere and anytime by plastic with "orderbird PAY", with no extra hardware needed — and absolutely no hidden costs".

orderbird is working on additional features to further address the needs of both modern guests and dining establishments. This will soon include a smartphone app to allow guests to pre-order their food from the convenience of their home or office.

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 Brienen 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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Press Contact:

Nicole Scheplitz

orderbird AG

press@orderbird.com

+49 176 100 22 491