

## **PayPal and orderbird are launching an innovative pilot project for mobile payment in Berlin:**

### **The 'Check-in' solution promises a breakthrough for smartphone-based payments in Germany**

Berlin/Dreilinden, 26 November 2013 - orderbird – a Berlin-based provider of the No. 1 iPad POS system for restaurants – is working together with the online payment giant PayPal to roll out a completely new type of payment: 'Check-In' enables cashless payments using a smartphone. As part of the pilot project, PayPal and orderbird have launched an initial mobile payment project in cafés, restaurants and bars in Berlin. Participating restaurants give their customers a convenient and innovative way to enliven the shopping experience — no cash needed. Once orderbird completes the test run in the restaurant industry, PayPal intends to extend its innovative payment solution to other areas of bricks-and-mortar shopping, including boutiques, supermarkets and retail stores.

#### **Check in — Enjoy a coffee — Leave**

The 'Check-In' concept allows customers to pay their bill quickly and conveniently via an existing PayPal account, no cash needed. The procedure is simple: Users can view a list of participating cafés and retailers on the 'Stores' tab of their PayPal app. When the user enters the cafe or restaurant, he or she checks in via the PayPal app. The user's name and personal photo then appears in the merchant's POS system, and the user can request payment via the smartphone. The transaction is authorised once the server verifies the user against his or her photo. Both customer and merchant must confirm the bill, at which point the merchant can initiate the payment process by clicking on the customer's personal photo. The customer receives a push notification that a PayPal payment has been made, as well as an email receipt for the transaction. All transactions are also stored in the PayPal app for later review.

"It's never been so easy to pay without cash using a smartphone. Through the 'Check-in' approach, merchants can offer their customers a more personalised shopping experience, while freeing customers from the need to carry cash", explains Arnulf Keese, Business Director at PayPal Deutschland.

In a survey by PayPal conducted in May 2013, 9 of 10 Germans expressed interest in the option of making payments with their smartphones and leaving their wallets at home. "Customers are ready for a cashless future. Though 'Check-in', we're offering precisely the kind of solution that offers them added value", Keese says.

In this regard, the 'Check-in' solution stands out for its user friendliness. The solution is a component of the current update for the existing PayPal app. Restaurants also benefit from the use of new technology: Restaurants can feel more secure about the identities of their customers, and gain the ability to address them by name and process transactions quicker than with either cash or debit card.



Ten Berlin cafés and restaurants in all are participating in the pilot project from PayPal and orderbird. The roster of establishments, all clustered around Rosenthaler Platz in Berlin's Mitte district, include: Café Du Bonheur, hosskost Berlin (a wine bar), Café Schoenschmecker Deli in the Hotel Schoenhouse Apartments, Sushi Store MAKI | rolls to go, a bio-vegetarian fast food operation called momos, Deli Mogg & Melzer, the Noodeli pasta bar, ocelot (a cafe integrated into a bookstore) and The Barn as well as its associated The Barn Roastery. Between the functionality offered by the orderbird POS and the user friendliness of the PayPal app, dining establishments will appreciate this entirely new way of reaching out to their customers.

Jakob Schreyer, CEO of orderbird, adds: "Until now, consumer acceptance of mobile payment in bricks-and-mortar stores has struggled with a lack of integration into cash register systems at the point of sale. The goal for this new product is to show how simple it can be to pay with PayPal 'Check-in' — for both restaurant and guests. I personally am convinced that the greater the service and value for the customer, the stronger the acceptance of mobile payment in stores."

#### Participating merchants

- Café Du Bonheur, Brunnenstrasse 39, 10115 Berlin
- hosskost Berlin, Weinbergsweg 23, 10119 Berlin
- MAKI | rolls to go, Torstraße 95, 10119 Berlin
- momos, Fehrbelliner Str. 5, 10119 Berlin
- Mogg & Melzer, Auguststr. 11-13, 10117 Berlin
- Noodeli – Pasta Take Away, Brunnenstr. 5, 10119
- ocelot, not just another bookstore, Brunnenstraße 181, 10119 Berlin
- Schoenschmecker Deli, , Schönhauser Allee 185, 10119 Berlin
- The Barn, Auguststr. 58, 10119 Berlin
- The Barn Roastery, Schönhauser Allee 8, 10119 Berlin

#### Quotes from the merchants

"Our success is based in large part on our commitment to excellent customer service. The PayPal mobile app has now made it all much easier. When customers use it to check in, we see their photo on our orderbird POS system and can welcome them by name. This new dimension of service promotes loyalty and trust", says Frithjof Klepp, Managing Director at ocelot, not just another bookshop.

"For us as restaurant owners, the new system from PayPal and orderbird offers a variety of practical benefits: We have many international customers who are open-minded towards new solutions and who also prefer to pay without cash. Through 'Check-in' we are offering our customers tremendous added value. And best of all, our waiting staff no longer has to worry about losing track of things even when we're busy", adds Nils Reimann from MAKI | rolls to go.

#### About orderbird:

orderbird ([www.orderbird.com](http://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.

Download press releases and photo stock at <http://www.orderbird.com/en/press>

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