

## **orderbird takes flight with real-time synchronisation**

### **Mobile POS system boosts efficiency for outdoor waiting staff**

Berlin, 14 March 2014 – orderbird will be unveiling the new version of its iPad POS system at the INTERNORGA trade fair in Hamburg from March 14th to 19th. The upgrade introduces 'TableSync', a new feature that allows managers at dining establishments to sync all mobile devices running the app in real time. With this new release, orderbird is kicking off the outdoor season and further enhancing the wireless tableside service experience for restaurant management, guests and waiting staff. Increased use of mobile iPad POS systems has been shown to boost sales and increase service quality markedly.

#### **iPod and iPhone become mobile POS**

All it takes is one sunny day for those outdoor tables to begin filling up. Because the orderbird POS system for iPad is also compatible with affordable mobile devices like iPod Touch and iPhone, just a few clicks are all that's needed to set up a full-featured wireless ordering solution. Waiting staff can submit their orders instantly from the tableside, beamed by an encrypted wireless signal to a dedicated printer in the kitchen or bar. orderbird POS 3.1 helps waiting staff and the rest of the team keep a clear overview on where things stand in the kitchen, the bar, and the dining room and deploy resources more flexibly. The automated, real time synchronisation feature for all order information allows any server to assist at any table – eliminating the need to break up the restaurant or bar into server zones.

#### **Benefits of mobile devices**

Long paths and unnecessary waiting are out. Bottlenecking at the cash register is eliminated. What remains is more time for the guest and fulfilling his or her wishes. The decision to move to a wireless ordering system repays itself many times over: Revenues rise thanks to higher average order values and quicker table turnaround. In many cases more efficient personnel planning and division of labour spells reductions in personnel costs as well.

#### **Full flexibility despite seasonal fluctuations**

The price model for extra mobile devices has been designed to reflect the needs of dining establishment managers: As seasonal fluctuations arise, the mobile devices can be deployed or shuttered quickly and easily. You'll only ever be charged for the precise number of devices actually used during a shift – regardless of device type, without minimum contract length or cancellation deadline. One licence for a mobile POS costs 49 GBP per month – significantly cheaper than the price of acquisition and usage of comparable solutions. The new version (3.1) of the orderbird iPad POS system will be available from late March.

#### **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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