



orderTopia

309 E. Main St.  
Charlottesville, VA 22902

T (434) 293 8857

info@ordertopia.com

[www.ordertopia.com](http://www.ordertopia.com)

## **orderTopia launches cloud-based POS technology**

*orderTopia offers cloud-based POS technology designed for mobile ordering, online ordering, and social media network integration.*

Charlottesville, VA - Sept. 1, 2009 - orderTopia is a software development company changing the way customers and merchants interact. We are moving the point of sale from the brick and mortar storefront to the cloud -- to iPhones, smartphones, and computers. orderTopia connects customers, restaurants, and retailers in new and unique ways.

orderTopia offers services for three different types of users:

- 1) customers who want to buy food and goods using their mobile phone or computer;
- 2) restaurants and retailers who want to offer their menu or catalog to a bigger audience; and
- 3) developers and marketers who want to make the shopping experience better for customers and merchants.

We have designed orderTopia to be the premiere system for mobile and online ordering, regardless of how the user connects to the web. For iPhone users, we're developing a free orderTopia app for the iTunes App Store. For other smartphone users, we're offering mobile versions of our web ordering engine, each specifically optimized for different smartphone screens. For laptop and desktop users, we will offer free online ordering.

With orderTopia, restaurants and retail stores will be exposed to a new customer base and have greater order-taking capacity, without having to change the way they do business now. Mobile and online orders from orderTopia will print directly to restaurant kitchen printers, just like orders made inside the restaurant. This is a major advantage for restaurants, where kitchen space is limited, and operational processes are well-honed and difficult to change. For retail stores without a web presence, they are no longer limited to customers who can actually visit their store. Retailers will be able to sell their wares to anyone.

In addition to offering iPhone, mobile, and laptop ordering, orderTopia offers seamless social media network integration. orderTopia's open API enables direct connections to social media networks such as Twitter and Facebook from inside orderTopia. Customers will be able to order a cheeseburger on their iPhone and have it show up on their Facebook status. Or they could order a pizza to pickup on the way home from work using Twitter hashtags.

orderTopia also has a built-in internal social network that lets customers keep up with their friends, update their status, read reviews, and post recommendations (and photos and videos). Upload Facebook data via Facebook Connect. And because of orderTopia's open API, all information can be synced to update automatically across various sites.

### **About orderTopia:**

orderTopia offers cloud-based point of sale solutions to restaurants and retailers, specializing in mobile ordering, online ordering, and social media network integration. orderTopia is a privately-held company based in Charlottesville, VA.