

Announcement



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MICROS Partners with FanGo Software Systems for m-Commerce

Integration to MICROS Stadium & Arena POS Solution allows Stadium and Arena operators the ability to provide a superior fan experience and increase per cap revenue.

MICROS Systems, Inc. and FanGo Software Systems have teamed up to provide the ultimate m-commerce solution for the stadium and arena marketplace. Utilizing a tight integration between the FanGo application and the MICROS Stadium & Arena Point-of-Sale (POS) solution, fans will be able to generate orders for concessions, merchandise, and other goods using smart phone technology. Stadium and Arenas will be able to leverage the customer history and up-selling technology to drive incremental sales. The application will function as a native application, running on the user's phone, increasing throughput and efficiency.

The fan will simply place an order via a cell phone, the order will then be transmitted to the MICROS POS system where the order and payment are validated and processed. When the order is ready, a service runner is dispatched to deliver the order to the fan in their seat or the fan can pick-up their order at a designated concession stand. The fan experience is greatly improved as the fan has not missed any of the game or concert and has avoided the annoyance of waiting in concession and retail lines. The customer history is then stored and can be leveraged in the future.

"We have demonstrated the power of our m-commerce solutions by consistently increasing throughput and revenue for our customers. MICROS recognizes the advantages of mobile technology and now our partnership will allow us to deliver integrated and comprehensive solutions to all of our mutual customers. We are extremely pleased to be working with MICROS," stated Collin Wallace Founder of FanGo Software Systems.

"With the proliferation of smart phone technology, the ability to streamline the ordering process for the large number of fans that attend sporting events and concerts with smart phones will definitely enhance their experience at the event," stated Dan Bell, Vice President of MICROS Leisure & Entertainment. "We are pleased to provide this latest technology to our customers in the stadium and arena market."

MICROS Systems, Inc. provides enterprise applications for the hospitality and retail industries worldwide. For more information on MICROS and its advanced information technology solutions for the hospitality industry, please contact us at (866) 287-4736. You can also visit the MICROS website at www.micros.com or send an email to info@micros.com.

FanGo Software Systems, LLC. creates mobile commerce solutions and is an affiliate of BITHGROUP Technologies. For more information on FanGo Software Systems or BITHGROUP Technologies, please contact us at (410) 962-1188. You can also visit our website at www.thefango.com or send and email to info@thefango.com.