



PRESS RELEASE

Silent Mode Launches Slurp, a Cloud-based Point-of-Sale System for Cafes and Restaurants

Kuala Lumpur, Malaysia, 25 June, 2014 – Silent Mode Sdn. Bhd., a Software-as-a-Service company today announced Slurp, a cloud-based point-of-sale (POS) system for Food & Beverages outlets. Slurp consists of Slurp Central which is the core POS system, Slurp customer ordering app, Slurp waiter app and Slurp Cloud for data analytics. Slurp cloud-based POS system service is available in two packages: Slurp Basic and Slurp Premier. Slurp is currently available for small- and medium-sized retailers in the Food & Beverages (F&B) sector in Malaysia during this initial phase of commercialization.

Slurp is Silent Mode's first product introduced to the markets. It aims at improving retailers' efficiency by automating ordering system and providing the right analytical tools that play an important role in managing a business. With Slurp retailers can also enhance customer experience with the outlets by organizing a loyalty program and personalized outlet promotions.

Slurp has features that let retailers to easily manage their outlet's food and drinks menu, and administer check-in and check-out times of wait staff. A basic inventory system is also available within Slurp.

In addition to the cloud-based Slurp system, Silent Mode also includes in the current product package, third-party hardware components of an iPad, an iPad stand, a cash drawer and a receipt printer.

Zara Aida Razali, co-founder and chief operating officer of Silent Mode said, "We are excited to launch Slurp. Upon researching the retail industry in Malaysia, we've identified some common challenges many retailers shared such as inefficient ordering system and disparate information sources. In this version of Slurp, our technology is addressing these concerns by systematically

digitizing the ordering system right at the customer table and making all information logged into a central system. Data is always synchronized with a secure cloud portal.”

Research and development of Slurp began about a year ago and the new system has since then been successfully beta tested at five F&B outlets in Klang Valley. This process has also led the Silent Mode team into fine tuning features of the application to meet retailers’ requirements for a robust POS system besides introducing new elements such as a subscription-based Slurp Cloud.

Calvin Tam, co-founder and product lead at Silent Mode said, “We’re truly pleased with how Slurp has been progressing thus far. Initially, we wanted to just sell a customer ordering app that retailers can manage on their own. However, retailers have been telling us how they would have preferred a full-fledged POS system to support their business. We’ve since then shifted our product focus and started incorporating the various features that you see in Slurp today. The fact that Slurp software is customizable makes it suitable for deployment at different types and needs within the F&B sector.”

Unlike most conventional POS terminal systems, Slurp is easy to setup and maintain regardless if the F&B outlet is a standalone or connected within multi-locations.

The price of Slurp Basic (for up to 3 outlets) is RM150 per month (billed yearly) and the price of Slurp Premier (for more than 3 outlets) is RM300 per month (billed yearly). The price of Slurp’s product package including hardware components of iPad, iPad stand, a cash drawer, and a receipt printer starts at RM4,888 (inclusive of first year cloud service & support provided). Silent Mode is currently running a promotional package, please contact sales@getslurp.com for more information including terms and conditions.

A demo video of Slurp is available at www.getslurp.com.

About Silent Mode Sdn. Bhd.

Silent Mode Sdn. Bhd. is a technology company that delivers innovative solutions via Software-as-a-Service model to F&B retailers to enable them to improve business efficiency, enhance customer experience and more. It is a spinoff of Terato Tech Sdn. Bhd., Malaysia’s premier mobile apps development companies. Silent Mode’s first product Slurp is a cloud-based point-of-sale (POS) system for F&B retailers in Malaysia. The company is headquartered in Bangi, Selangor, Malaysia. Visit us at www.getslurp.com.

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Press contact:

Kam Hashim

Hashim Communications

+6 017-387-3281

khashim@hashimpr.com