



Opterus Extends Mobile Store Communications

Toronto, Ontario – January 14, 2013 – [Opterus](#) Inc., the leading provider of cost-effective, cloud-based store communications and task management solutions, today announced that the company has extended its mobile offering.

Mobile Ops-Center (MOC) has been designed to run on modern mobile web browsers and has been tested on mobile Safari (for iPhones and iPods) and mobile Webkit (for Android devices), as well as the new Motorola SB1 Smart Badge. *Store Ops-Center* (SOC) successfully tested the compatibility of the solution with the Motorola SB1 in December 2012. The SB1 is a new affordable, retail-hardened mobile device that can put SOC in the hands of store employees.

Opterus' *Store Ops-Center* is an intuitive, cloud-based solution designed specifically for retail to simply and effectively manage and execute store tasks and communications. It is designed to measure and increase operational compliance, communicate corporate policy, manage day-to-day objectives and tasks, and handle issues between corporate office and store locations. An agile solution, *Store Ops-Center* allows for rapid implementation, is easy-to-use and understand and has strong user acceptance.

"This first version of *Mobile Ops-Center* focuses on Opterus' three main communication modules. Users of MOC will be able to read and acknowledge new messages, tasks and issues. They will also be able to view past messages and reply to store and private messages," said Rick Peters, chief product officer, Opterus. "With MOC's tasks module, users can complete and assign/delegate tasks and view in-progress tasks. Additionally, the issues module allows users to reply and close an issue and view previously closed ones."

Mobile Ops-Center empowers a retail organization's workforce so that they can access the information they need to maximize productivity and exceed customer expectations.

For more information about Opterus, please contact Janet Hawkins, at 519-853-0442 or janet.hawkins@opterus.com.

About Opterus Inc.

Opterus Inc. is a leading provider of a cost-effective, easy-to-implement store information and execution management solution that increases productivity and improves retail enterprise communications. Opterus *Store Ops-Center* software is an on-demand, web-based retail portal designed to communicate corporate policy and day-to-day objectives between corporate office and store locations. This solution is specifically designed for retail operations, and provides store personnel with clear, concise and timely direction, along with the proper tools to best do their jobs to support corporate initiatives. Opterus is based in Toronto, Ontario and was founded in 2006 by a group of seasoned retail industry technology veterans. For additional information about Opterus, please visit <http://www.opterus.com>.

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