



Opterus
Simplifying Communications

Opterus Announces Version 14.1 of *Store Ops-Center* with New User Interface

Toronto, Ontario – January 13, 2014 – [Opterus](#) Inc., the leading provider of cost-effective, cloud store communications and task management solutions, today announced the release of *Store Ops-Center (SOC)* Version 14.1. In this new version, the entire *SOC* user interface has been redesigned to reflect a more modern look, with new features for auto-archiving and searching historical content, advanced reporting options, enhanced administration and automatic issue escalations.

“The new user interface, while still user-friendly and intuitive, has allowed us to bring *SOC* up to speed with a modern user experience and simultaneously polish it with a new flat design. The focus was on keeping it minimalistic and clean yet retaining most of the basic navigation so that experienced users wouldn’t need re-training,” said Rick Peters, chief product officer, Opterus.

Opterus’ *SOC* is an intuitive, cloud 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. A simple and agile solution, *SOC* allows for rapid implementation, is easy to-use and understand and has strong user acceptance.

“We wanted to make sure we stuck to our development and design philosophy which is based on a quote from Einstein, ‘*Make everything as simple as possible, but not simpler,*’ and I think we did that,” said Janet Hawkins, president and CEO, Opterus. “The team did an amazing job of updating the user interface of *SOC*. It’s still very intuitive for our users but has a fresh look that I think that our customers will enjoy.”

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>.

Media Contacts:

Janet Hawkins
416-840-8495 x707
Janet.hawkins@opterus.com

Catherine Seeds
Ketner Group PR + Marketing (for Opterus)
512-794-8876
catherine@ketnergrou.com