

# Text Messaging Reduces Restaurant Wait Time

**LocaModa launches location-based text-messaging games that connect players on-line to players in cafes, mall food courts, fast food restaurants and theme parks**

BOSTON, Mass. – May 15 (SEND2PRESS NEWSWIRE) – LocaModa Inc., pioneers of interactive out-of-home media, today announced their web-enabled mobile game platform for the hospitality industry. LocaModa's interactive platform reduces perceived wait time for customers by engaging them in games using their cell phones as controllers. The games are designed to be played on large digital displays in cafes, mall food courts, fast food restaurants and theme parks. Web users can join into the same games being played in locations.



Send2Press Newswire

With more people text messaging to American Idol than voting in U.S. elections, it is clear that the U.S. is not immune to the cell phone phenomenon that is happening all over the world. One difference in the U.S. is that many users have web or TV-sized expectations that cell phones cannot deliver.

"2.7 billion cell phone users in the world are effectively walking around with an umbilical chord to the web. Our technology enables interactivity between any cell phone and Internet-connected screens in locations. In America, size really does matter," said Stephen Randall, CEO, LocaModa.

LocaModa will be showcasing their interactive location-based platform at this years Chicago Digital Signage Expo on May 16th and 17th. They will be displaying a number of text messaging applications that not only engage consumers in locations and on-line, but also help to enhance loyalty programs by creating a closed loop between the consumer, the brand and web-based marketing tools.

## **About LocaModa**

LocaModa enables interactivity between mobile phones and out-of-home networks via the web. The Company was founded on the insight that people accustomed to the immediacy and richness of the web will seek the quickest and easiest method of getting information and social experiences when they are away from their PC or TV.

That immediacy will come via the mobile phone connecting media on out-of-home networks. LocaModa Inc. is a privately held company, incorporated in Delaware, headquartered in Massachusetts and founded by Stephen Randall, a former EVP/Founder of Symbian.

Additional information can be found at [www.locamoda.com](http://www.locamoda.com) and [www.wiffiti.com](http://www.wiffiti.com).

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