XOWi and Ordr.in Partner to Launch Food Ordering on Wearable Voice Technology

McLean, VA, October 29, 2013 --(PR.com)-- XOWi Inc., a McLean, VA based Wearable and Ubiquitous Technology company today announced a partnership with Ordr.in, the world's only restaurant ecommerce ordering platform for restaurants and publishers, to power the XOWi Voice Badge's food ordering capabilities. By integrating with Ordr.in, XOWi will enable users of the XOWi Voice Badge to order food by simply speaking.

"Ordering a meal by voice is completely natural," said David Bloom, CEO of Ordr.in. "It's how people do it in restaurants every day. We are thrilled to be part of XOWi's computer-enabled voice activated ordering system. A great use of Ordr.in and a great product!"

"Often in our busy life, especially at work, we just want to order something quick," said Ahmed Bouzid, XOWi CEO. "And usually, we are not really choosy: we have three or four things that we like to eat and we just want to get the food delivered fast. With XOWi, you can do this easily by building your menu one time online through the XOWi web portal, giving each menu item a name, and then, when you later want to order, you just speak to your wearable XOWi Voice Badge and literally say, "XOWi: I am hungry." XOWi will then ask you what you want to eat, you answer it by giving it one of the menu names you created, and that's it. It's that easy."

"The food ordering capability is a first among Voice Assistants," Weiye Ma, CTO at XOWi said. "And that is what sets XOWi apart from Siri or Google Now, or any other assistant. We have a platform upon which we and our partner developers can build new interaction capabilities. The sky is the limit."

The XOWi Voice Badge pairs with the user’s smart device and comes with a companion App that runs on all of the major mobile platforms: Android, iOS, Microsoft and Blackberry. Crucial also is the availability of an open API that will enable developers to add functionality and content to XOWi.

To find out more about XOWi, go to http://www.xowi.me/

"XOWi is Like Your Very Own Star Trek Com Badge" CrunchWear - http://www.crunchwear.com/xowi-like-star-trek-com-badge/

"The XOWi concept is a groundbreaking way to get the benefits of computing while keeping the distractions of operating a user interface to an absolute minimum. This device will be an enormously valuable addition to all of our daily lives." - Dr. Debbie Dahl, Principal, Conversational Technologies - http://www.conversational-technologies.com/

"We are excited by this promising team’s effort to build a device and platform that will enable users to interact effortlessly with digital services and the Internet of Things." - Inside Activity Tracking - http://bit.ly/199mgMM
"Wearable computing is emerging as a significant new trend in our industry, and XOWi is superbly positioned to take full advantage of the growing enthusiasm in this area." - K. W. 'Bill' Scholz, President, Applied Voice Input Output Society (AVIOS)

About XOWi Inc.
XOWi Inc. was founded by Ahmed Bouzid and Weiye Ma, two speech technology innovators with a lifelong passion for bringing voice solutions and products to the mainstream. The two became convinced in the past few months that the time for Wearable Voice had come. The XOWi Personal Voice Companion badge is their first product towards fulfilling that mission. The co-founders are the authors of a new book: "Don't Make Me Tap! A Common Sense Approach to Voice Usability" – available on Amazon at: http://www.amazon.com/Dont-Make-Me-Tap-Usability/dp/1492196517

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