

SAN FRANCISCO--([BUSINESS WIRE](#))-- [Tapingo](#) , an app that streamlines the everyday shopping experience for on-the-go consumers, today announced it has launched its service at the University of Arizona (UA) and Northern Arizona University (NAU). Serving tens of thousands of students every day, UA and NAU are two of the largest university retail operations in the United States. Widespread adoption of Tapingo's service on campus has created a strong foundation for mobile commerce in Tucson and Flagstaff and garnered the attention of mainstream merchants and consumers.

"NAU has a growing population of more than 19,000 students," said TC Eberly, NAU's Director of Campus Services and Activities. "Tapingo is a key piece of NAU's effort to make operations run smoothly and to ensure an exceptional ordering experience for students. Tapingo is enabled in a range of locations, from our food court at the University Union to non-university-affiliated local restaurants and the wildly popular WTF Truck (Where's the Food?)."

Since launching at NAU, Tapingo is growing its engagement at nearly 200% per week and is currently processing more than 1,000 orders at NAU daily. This number is expected to continue to grow exponentially as the app is spreading rapidly throughout the campus. According to Tapingo, since launching, approximately 1% of NAU's student base registers each day.

At UA, students can now use Tapingo at select Student Union Memorial Center and Park Student Union eateries such as Einstein Bros. Bagels, Sabor, IQ Fresh, Cactus Grill, Cellar Bistro, Core Plus, Highland Market and Bagel Talk. UA enrolls nearly 40,000 students.

"There's no doubt Tapingo will greatly enhance quality of life and brand experience at UA," said Jason Rex Tolliver, Director Arizona Student Unions. "Tapingo does a great job of marrying the ritual of dining with the contextual awareness of today's mobile devices. Students can breeze through the logistics of getting food and spend more time eating, working and socializing. One-tap ordering for pickup within minutes is much better than standing in line, especially when the app knows that you like your latte extra-hot with soy and an extra espresso shot."

For merchants, Tapingo offers the simplest infrastructure for processing orders; access to transactions from a large customer base; higher average ticket spend due to unique app features; and reduced operating costs by redirecting resources from taking orders to making orders.

“Tapingo is thrilled to bring mobile ordering to UA and NAU,” said Daniel Almog, CEO of Tapingo. “From early engagement, we already see that students love it, and non-university clientele at UA’s and NAU’s most popular cafes and restaurants will very quickly notice Tapingo’s benefits. This brings us one step closer to our ultimate vision for the service, which is to see Tapingo at the core of any pickup order at any restaurant or business.”

For more information, visit www.tapingo.com.

About Tapingo

[Tapingo](http://www.tapingo.com) is a contextual shopping app that processes on-the-go orders and makes items available for pickup within minutes. The Tapingo lifestyle allows consumers to discover and browse nearby items from the comfort and space of their own mobile device and remembers personalized choices (hold the mayo) for one-tap reordering. For merchants, Tapingo offers the simplest infrastructure for processing orders and helps drive customer acquisition and average ticket value. Tapingo is funded by Carmel Ventures and headquartered in San Francisco and Tel Aviv. For more information, please visit www.tapingo.com.

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