

New Service Allows iPhone, iPod Touch Users to Order Food Online

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By Michelle Robart, TMCnet Editor

Busy people always on-the-go will highly benefit from the new Apple iPhone and iPod Touch version of LiveOnTheGo.com, a convenient, free, online food service that lets users order and purchase take-out in advance.

With LiveOnTheGo.com, users can search and order from more than 300 restaurants in Southern California with the convenience of the Internet, iPhone or iPod Touch, freeing users from having to step outside a meeting to place a call, or wait in long lines.

In addition, LiveOnTheGo.com and the iPhone and iPod Touch versions of the service are completely free. Users can start ordering food online now at <http://www.liveonthego.com>. iPhone users will be automatically redirected to the new iPhone site.

The service works by searching for restaurants near a user's current location. Restaurant options range from fast-food to upscale dining, and users can order from complete menus, pay with a credit card from their iPhone and have their food delivered directly to them.

In addition, many restaurants also now let users pick up their food by the curb—the restaurant will have someone bring the food out to you while you wait in your car.

With just a few clicks, users can even reorder past orders right from their iPhone.

When he launched the company in 2006, LiveOnTheGo.com CEO Darren Testa had a feeling that online food ordering would someday be popular in the restaurant industry.

"When we launched LiveOnTheGo a couple of years ago, we knew that online ordering was going to be a big hit with the restaurant industry," explained Testa.

"Consumers today are taking the Internet on the go thanks to popular mobile devices like the iPhone. With the advancements of wireless technology, faster data services and widespread availability and popularity of iPhones, it was a natural evolution for us to take our online ordering software mobile. We had already started to see a significant amount of traffic on our standard site from these devices, and now that we have an optimized site we expect to see a substantial amount of orders placed using our new iPhone interface," Testa added.

LiveOnTheGo.com currently has more than 300 restaurant partners in Orange County—with more restaurants joining each week. Baja Fresh, Pasta Bravo, Cedar Creek Inn, El Ranchito, Ruby's Diner, First Class Pizza, Subway, Antonello Ristorante, Tacos & Co., Taleo Grill, Z Pizza, and The Flame Broiler, are just some of the restaurants currently partnered with LiveOnTheGo.com.