

# PRESS RELEASE

**Contact: Derek Signorini, President & CEO  
GoldenROM, Inc.  
Three Vertical Drive, Canonsburg, PA 15317**

**Phone: 724-746-5807 Fax: 724-746-0745 Email: [info@goldenrom.com](mailto:info@goldenrom.com)**

## **GOLDENROM, INC. ANNOUNCES OPTICS**

### Online Order Tracking Software to Allow Real-Time Order Status

**Canonsburg, PA, August 14th** – GoldenROM, Inc. today announced the availability of its online order transaction software, OPTICS, to its clients and prospects. OPTICS, which stands for Online Production Tracking and Inventory Control System, was developed by GoldenROM, Inc. for its clients to allow the viewing of real time production information by the client, for the client.

Developed 100% in house by GoldenROM's software engineers, the real-time order tracking module allows customers to log in to GoldenROM's secure SQL server and browse past and present production orders and their statuses within the operation of GoldenROM's production process.

OPTICS is unique in that the system ties in several of GoldenROM's production software modules to deliver to the client production data in real-time. No other company in the CDROM industry offers such comprehensive real-time job monitoring.

Given a secure login, the client can have access to up-to-the-minute order specifics like job status, job progress, billing, and tracking information. The OPTICS system ties in with both UPS and FEDEX tracking systems to provide the client with exact information about the job and its routing.

"We are very excited to have jumped light years ahead of our competition," says Derek Signorini, GoldenROM's President and CEO. "OPTICS is truly a work of art. Our software engineers have been sculpting the system for several years, and we decided that instead of releasing a partially functional system early, that we would wait until the system was completely finished and tested," he continues. "Our competitors can not say the same, as many claim to have order tracking online, but none that we know of really have the systems in place and operational," he concludes.

OPTICS offers point and click functionality over the web using Internet Explorer and Netscape. Because it is web based, no client side software is needed. Once given a login account, the client then has the ability to add secondary accounts for fellow staff members to use the system if necessary.

"Phase Two of OPTICS, due out later this fall, will allow complete inventory tracking and reconciliation for our clients," says David Del Grosso, Director of Information Technology, "Once that module is written, OPTICS will then take on the responsibility of being the most aggressive order and inventory tracking software available anywhere," he continues. "Our customers have a need to know, and we are taking the mystery out of CDROM production and fulfillment. Since

OPTICS presents real-time data collected during every phase of a product's production cycle, our clients can make informed decisions as to their supply chain."

Online order transaction lookup is not by far new technology. However, the process by which the data is collected and reported is. OPTICS builds upon a Patent Pending process developed by GoldenROM and reports accurate data over existing technology.

GoldenROM, Inc. is the nation's leading supplier of CDROM Manufacturing Services and On Demand CD-R Publishing Solutions. Located in South Western Pennsylvania, the company services clients throughout North America and beyond.

For a detailed description of GoldenROM, Inc. and its services, please visit us on the web at <http://www.goldenrom.com>

####