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EXHIBIT 2038

## **MICROS Debuts Its Latest Point-of-Service and Enterprise Technologies at HITEC**

**June, 22 2010**

### **MICROS Systems**

**MICROS Systems, Inc., a leading provider of information technology solutions for the hospitality industry, will showcase its newest point-of-service and enterprise computing technologies at the 2010 HITEC Convention being held in Orlando, Florida June 22 – 24, 2010.**



MICROS enables the Hotel of the Future with Symphony, mycentral, and MICROS's latest integration with the iBAHN in-room dining solution.

MICROS focuses on the Hotel of the Future with Symphony, a fully-integrated, innovative solution that helps operators capitalize on the fast-changing hotel food and beverage business environment. Built on a web-services architecture (SOA), Symphony enables easy system growth, deployment, and property-level resilience while minimizing the total cost of ownership. Symphony's advanced SOA provides unparalleled offline resiliency as well as powerful integration to provide operators with the tools necessary to increase guest traffic, improve business efficiency, enhance the guest experience, and continually service guests regardless of upstream technology conditions.

MICROS's mycentral addresses the industry's growing need for sales through an online presence and mobile ordering. The mycentral Web Ordering application allows guests to conveniently register, browse menus, and place orders for dine-in, delivery, or pick-up. Seamlessly integrated into a hotel's existing website, mycentral reduces labor costs through centralized processing, increases the accuracy of orders, and provides a customer database for targeted marketing campaigns that drive guest count and sales. The mycentral Call Center application provides consolidated guest management and order taking capabilities to quickly toggle between locations, menus, and prices as needed. Once placed, orders from either the Web or Call Center applications, including the Internet, smart

phone, and call center, are quickly routed to the hotel's MICROS point-of-sale system for preparation and processing.

MICROS has also partnered with iBAHN, to provide an in-room dining technology that combines the convenience of your dining room, the luxury of room service, and the appeal of technology to create something both you and your guests will find hard to resist. The iBAHN In-Room Dining service makes it easy for guests to place food and beverage orders using their in-room TV or laptop which seamlessly integrates to the MICROS point-of-sale solution to create a reliable system for placing orders. Impress the guest while increasing business by making a full menu, including enticing photos and descriptions, available on the guest room TV and your own web portal. In-Room Dining will generate more food and beverage sales, and marketing tools can be used to upsell "combos" and suggest items that complement an order, further increasing revenue. The iBAHN service can replace or even eliminate room service menus, order forms, and door hangers which can be expensive to reprint, pick up, and input by hand and subsequently saving hours of associated labor. Guests will appreciate better accuracy and receive a top-notch experience all around.

MICROS Systems, Inc.

MICROS Systems, Inc. provides enterprise applications for the hospitality and retail industries worldwide. Over 330,000 MICROS systems are currently installed in table and quick service restaurants, hotels, motels, casinos, leisure and entertainment, and retail operations in more than 130 countries, and on all seven continents. In addition, MICROS provides property management systems, central reservation and customer information solutions under the brand MICROS-Fidelio for more than 25,000 hotels worldwide, as well as point-of-sale, loss prevention, and cross-channel functionality through its MICROS-Retail division for more than 90,000 retail stores worldwide. MICROS stock is traded through NASDAQ under the symbol MCRS.

For more information on MICROS and its advanced information technology solutions for the hospitality industry, please contact Louise Casamento, Vice President of Marketing at (443) 285-8144 or (866) 287-4736. You can also visit the MICROS website at [www.micros.com](http://www.micros.com) or send an email to [info@micros.com](mailto:info@micros.com).

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