

Techneos Adds GPS And Photo Capabilities To Their Mobile Survey And Engagement Application Suite

Contributed by Techneos
Monday, 04 January 2010

Techneos releases the SODA 1.1 Mobile Access Platform today, featuring added capabilities such as GPS/location capture, photo capture and compatibility with Google Android mobile devices.

The SODA platform is the world's first mobile panel application, representing a whole new way to engage customers for research and feedback.

“The ability to marry geo-specific data into consumer research and engagement is groundbreaking,” says Sean Conry, VP Business Development for Techneos. With permission, we can now capture a co-ordinate or even track a participant's movements over time and understand patterns and choices like never before. With these advancements, SODA brings us to a new era where research can truly be personal, portable and relevant.

The SODA system provides the entire infrastructure required to create, deploy and manage multi-lingual wireless survey and engagement applications on mobile devices.

The SODA suite also provides an enterprise-grade infrastructure for automating research methods such as face-to-face interviewing, diary studies, digital ethnographies and mobile feedback panels.

With the ability to run on a wide range of mobile phones including Java-enabled devices and BlackBerry, Nokia and Android devices, the SODA platform allows users to conduct sophisticated market research anytime and anywhere.

Unlike survey tools that use Short Messaging Service (SMS) or mobile web browsers, the SODA Mobile Access Platform downloads applications to mobile phones that run even when devices are offline, and connects to a wireless network as required to fetch projects and submit data, providing users with the ability to capture deeper insights at the point of experience than is possible with any other method.

“The SODA solutions suite will allow market research professionals to gather insights at the point of experience that have been impossible to capture,” says Dave King, CEO at Techneos. “The integration of multi-media and GPS capabilities extends the researchers scope allowing them to provide their clients with innovative new approaches to market research.”

About Techneos

Founded in 1995, Techneos Systems Inc. provides mobile data collection capabilities to Fortune 500 firms, global market research organizations, and government and academic institutions around the globe.

With clients in over 50 countries and support for over 200 languages, Techneos provides the world's most advanced survey software for mobile phones, PDAs, netbooks and other mobile devices.

Techneos software may be licensed for installation within a client's own IT infrastructure, or as a hosted software-as-a-service offering.

Vancouver, BC - 2 December 2009