Techneos Announces Version 1.2 of SODA®

Contributed by Techneos
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Techneos today announced Version 1.2 of the SODA Mobile Access Platform.

Version 1.2 incorporates new features, enhances the user interface, adds Windows Mobile compatibility and delivers a significant increase in the processing speed across all platforms.

â€œSODA 1.2 delivers a well-rounded set of enhancements,â€• said Aaron Pazurik, CTO of Techneos. â€œWeâ€™re listening to our customers and partners, and building products that help them differentiate their offerings in the marketplace. Techneos solutions provide our clients with an advanced and flexible technology platform to conduct multi-lingual wireless insight and engagement programs on mobile devices.â€•

SODA 1.2 Highlights:
- Software supports Windows Mobile 5.x and 6.x devices including Personal Digital Assistants (PDAs), touchscreen smartphones and non-touchscreen smartphones and delivers expanded support for Chinese localization

- Sophisticated alarm system provides respondent notifications for rich diary studies and digital ethnographies

- Enhanced user interface provides a consistent look and feel across BlackBerry, Windows Mobile and Nokia platforms, while recognizing the unique features of each device

- Significant increase in processing speed across all platforms

The SODA Mobile Access Platform has the capacity to engage participants in a brand new way which extends beyond simple questions and answers. Capabilities including social media tools, photo capture and GPS/location capture are enabling the unprecedented tracking of choices, thoughts, movement and patterns.

Version 1.2 of the SODA Mobile Access Platform is available now.

For more information visit www.techneos.com/resources/product_specs .

About Techneos
Founded in 1995, Techneos provides mobile survey, customer and enterprise feedback, panel and community management solutions to Fortune 500 firms, global market research organizations, 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 SaaS offering.

For more information on Techneos, visit www.techneos.com .

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