

Techneos Announces Availability of SODA On iPhone And iPod Touch Platforms

Contributed by Techneos
Thursday, 16 December 2010

Techneos today announced the release of SODA (Survey On Demand Application) for iPhone and iPod Touch platforms.

SODA is now available for sophisticated market research on all major platforms and operating environments including Blackberry, Android, Windows Mobile, and Nokia which represent 94% of the world's smart phone market.

Techneos continues to have a single focus – the delivery of sophisticated data collection applications for market research using mobile devices.

An on-device application, though more challenging to develop and support, delivers the user a much richer, more enjoyable experience than mobile browser or SMS based alternatives.

It also allows market research customers to design studies that take advantage of location based services (GPS) while including photo and video capabilities for a more comprehensive research design.

“The iPhone platform is amazing in the way that it provides a rich and consistent user-experience, advanced multimedia and native font support such as Hindi, Hebrew and Chinese. This platform will undoubtedly open up new, innovative, and creative alternatives for our market research customers,” said Aaron Pazurik, CTO at Techneos Systems.

Dave King, CEO of Techneos added,
“The addition of SODA for iPhone and iPod Touch confirms our commitment to provide our global customers with choice. With installations in over 54 countries we have clients that choose various platforms based on the needs of the region. Our customers can now deploy SODA for face-to-face interviews, mobile digital ethnographies and mobile panels on any and all of the major platforms.”

To download a demo survey onto your iPhone or iPod Touch, simply point your device browser to www.msoda.mobi or search for “Techneos” in the App Store.

Techneos Systems Inc.

For further information on Techneos and mobile survey solutions, please visit www.techneos.com.

Vancouver, B.C. – 7 December 2010