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Mobility Effect Launches "Retail Execution Effect" Mobile Platform

Philadelphia – February 8, 2013 -- Mobility Effect, a professional services and mobile application products firm, has released a new mobile application platform called "Retail Execution Effect". Mobility Effect's Retail Execution Effect mobile app and administration portal allows Consumer Goods companies to optimize their retail execution efforts by placing easy-to-use resources at the fingertips of their merchandisers and retail sales representatives.

As the only stand-alone mobility solution for retail execution in the App Store today, Retail Execution Effect gives customers the ability to have a best-in-class mobile solution regardless of how customers manage their REX data. Consumer Goods companies can say goodbye to reps using spreadsheets, clunky handheld computers, unwieldy binders, or sub-standard mobile solutions. Retail Execution Effect provides a cutting-edge solution that will immediately improve the efficiency of a company's reps and the accuracy of in-store data collection.

The platform features include:

- Mobile Application:
    - Pre-Visit Prep (Route Planning, View Store Details and Visit History, View Routes)
    - In-Store Tracking (Track Activities, Planogram validation, Replenishment and punch-in orders)
- An administrative web interface for easy data management
- An open database designed to allow easy integration with your existing systems

The app, currently available for iPad and soon to be available for iPhone, Android tablet and Android phone, offers a variety of time-saving features that let Consumer Goods companies do more with less. A free demo of the app (available for the iPad from the App Store) allows you to preview many of the app's features with a sample set of data.

"We are excited about the launch of Retail Execution Effect because of the positive impact it will have on retail execution and the improved efficiency it will bring to leading Consumer Goods companies," said Michael Shea, CEO of Mobility Effect. "This platform has a clear return on investment for our customers."

Mobility Effect is offering this platform for sale as a fully customizable on-premise solution or as a Software-as-a-Service (SaaS) product. More information about the platform can be found by visiting http://www.mobilityeffect.com/retail-execution-effect.

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About Mobility Effect:

Mobility Effect is revolutionizing how enterprise mobile applications are built. This is the company's focus and passion. The company has expertise across all mobile application technologies including native apps, HTML5, mobile web, and Verivo's enterprise mobility platform. Mobility Effect is unique in the marketplace because it has the talent and methodologies needed to take a mobile application from concept to reality. The Mobility Effect team delivers mobile application strategy, graphic design/UX, and development across multiple technologies, in addition to comprehensive quality assurance, deployment, and ongoing management. Mobility Effect has a repeatable methodology that is collaborative, visual, and makes building mobile applications fun, all while achieving the goals of your business. For more information about Mobility Effect, please visit www.mobilityeffect.com.