



reQall helps Britain remember

Free service works with a phone call

LONDON, UK, December 10, 2007 – reQall (www.reqall.com) today announced the launch of a free trial service which will help people across Britain remember better. In the run-up to Christmas, the pressure to remember all those little things is greater than ever. From trying to be better organized, to getting things done early, to taking memory pills... there are many ‘foolproof’ solutions. Finally there is, and it’s free, and it’s available to anybody who owns even the most basic mobile phone. reQall is a new service which allows people to record voice notes, reminders or even short conversations, and then be automatically reminded of them, search for them and recall them weeks, months or even years later.

Here’s how it works: simply dial a freephone number, leave yourself a voice message such as: “buy a Christmas present for my wife before 5pm on Christmas Eve this year.” You can then access this message at any time as: a voice mail, an email, a text message, an event automatically added to your calendar, or on a searchable web page. There’s nothing to install and no technology to think about.

Amongst reQall’s advisors is Peter Cochrane, BT’s retired Chief Technologist. “The simplicity of reQall belies the complexity of the problem it is solving. reQall helps us remember those things that really matter, by simply making a phone call.”

reQall helps you remember all the big and little things in your life. Simply speak your ideas and to-do lists and reQall does the rest. For example, if you save a task for a particular date, reQall will remind you about it on the day, in whatever way you prefer. reQall is designed to work with your phone and your computer and to fit into your lifestyle, so that you don’t have to forget any more.

reQall is available to you via:

- Phone – Simply call free on 0800 692 8780 and record and recall things you want to remember
- Text – reQall will send you a text message at just the right time
- Email – reQall will email you daily summaries and reminder
- Web – Because reQall converts what you say to text, you can read and edit your notes, add new notes, see what you need to remember, search for a particular item or see an overview of your activity in a calendar
- Calendar – reQall will automatically create entries in your Google calendar, Apple iCal, Outlook 2007, or any calendar that supports the iCal standard
- iPhone – reQall is optimized for the Apple iPhone and iPod Touch. Simply, open the web browser and login – now the iPhone has its own task manager!
- Live feeds – reQall will deliver your personal RSS feed straight to your desktop

“It’s easy to lose the thread of your conversation when you’re busy, distracted or overwhelmed; this is especially true in the holiday season. Rather than bombard people with more technology and make their lives more stressful, reQall uses the simplest and most intuitive way to help you remember – your voice,” says Sunil Vemuri, reQall’s co-founder and Chief Product Officer.

Despite its seeming simplicity, reQall is based on Vemuri’s research from the Media Lab of the Massachusetts Institute of Technology (MIT) into individual memory and “memory prosthesis”. reQall deploys speech recognition software to transcribe audio data into text and then uses advanced search and retrieval tools to find a specific conversation or piece of information. The retrieval criteria can be anything from words or phrases to a date range.

About reQall

reQall is a venture-funded international technology company with operations across the US and India. reQall develops compelling and easy-to-use tools to help people remember. reQall’s technology is designed and provided through partnerships with the world’s largest mobile carriers, VoIP service providers, and wireless telephone manufacturers.

The company's international management team has senior experience at international companies including: Apple, IBM, Oracle, Sybase, and France Telecom.

reQall's management team includes: Rao Machiraju, formerly Principal Scientist at Apple; Sunil Vemuri, whose research into memory prosthesis at MIT is the basis of reQall's service; and Ash Vasudevan, a Silicon Valley-based Venture Capitalist and management expert.

reQall's Advisory Board includes:

- * Professor Peter Cochrane: BT's former Chief Technologist;
- * Gordon Bell: Microsoft's principal researcher in Silicon Valley;
- * Edward de Bono: the person who introduced the phrase 'lateral thinking' into our vocabulary and, in many ways, could be the best-known international thinker;
- * Don Norman: an expert on user-centered design who has been awarded the Benjamin Franklin medal in Computer and Cognitive Science.

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