



reQall 2.0: Making it Easier to Remember

*reQall 2.0 improves memory for today's connected,
but forgetful individuals*

MOFFETT FIELD, CA, March 6, 2008 – reQall (www.reqall.com) today launched reQall 2.0, a groundbreaking, free memory aid to help people better manage their busy lives. Based on pioneering research from MIT's Media Lab, reQall 2.0 is an easy-to-use personal memory assistant that works across all aspects of your life. It's an always-with-you digital "memory pad" and memory jogger for your to-dos, ideas, shopping lists, visual reminders, or anything else you worry you will forget. From home to work, on your cellphone, on the Web, and with your friends and family, reQall is designed to help you remember better in whatever way suits you.

Although built on complex technology, reQall is fundamentally easy to use: There is no software to install, and no technology to think about – a voice and a phone is all that is needed. Simply tell reQall and it does the rest: if you mention a grocery item, it will automatically be added to your shopping list; if you mention a friend's name and say 'ask', a reminder will automatically be sent to that friend.

A key feature of reQall 2.0 is the ability to allow users to be reminded in multiple ways: cell phone, text messaging, instant messaging, email, or Web. These 'triggers' are ideally suited to best jog the memory of today's connected but forgetful individuals.

Additionally, reQall 2.0 helps others to remember with its shared reminder functionality. Users simply add their friends, family, or business contacts to their reQall profile and the reQall system takes responsibility for setting and sending reminders to them in the format that they choose. When it comes to jogging your memory, reQall 2.0 makes it easy.

Here's an example of how you can use reQall:

- Simply dial reQall's toll-free number and say "buy Easter gifts before 5pm today."
- The message will immediately be converted into text and delivered in whatever way you specify.
- The reminders can be sent as an email, added to your calendar, as a text message, via instant messaging, automatically added to your to-do list or sent to a friend or family member.

"Everyone today is busier, more distracted and overwhelmed than at any other time in history, so who doesn't need help remembering?" says Sunil Vemuri, reQall's co-founder and chief product officer. "With reQall 2.0, we're harnessing the power of your voice to help you remember and provide you with automatic reminders, in whatever way works for you. It's simple but powerful and has been specifically designed for today's hectic lifestyles."

iPhone Optimized

Although reQall works on any phone, it shines on Apple's iPhone, where it acts as a personal and sharable Task Manager. This is no accident: founding reQall members and advisors hail from Apple Computer.

As of today, reQall 2.0 is available for free on 1-888-9REQALL (1-888-973-7255) and at www.reqall.com.

About reQall

reQall is a venture-funded technology company with operations in the US and India. Behind reQall are some of the most respected individuals from the worlds of science, technology, and business. These include:

- Gordon Bell: Microsoft's principal researcher in Silicon Valley and former VP of R&D at Digital;
- Peter Cochrane: Former CTO and head of research at BT;
- Rao Machiraju: CEO and co-founder of reQall with over 20 years of experience including ten years at Apple as a Senior and Principal Scientist;
- Don Norman: Former VP of Advanced Technology at Apple and well-known expert on design and usability;
- Sunil Vemuri: co-founder of reQall whose research at MIT's Media Lab into Memory Prostheses gained him recognition by CNN as an 'Explorer'. He has also been featured in the *New York Times*, Fox News, *Boston Globe*, *Newsweek*, and *MIT Technology Review*.

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