

TrueFinancial Technologies Emerges from Stealth Mode with Full Suite of Investor Relations and Business Communications Mobile Apps

TrueFinancial Technologies emerges from stealth mode with a full suite of investor relations and business communications mobile apps. Besides being the most innovative company in the space covering 100% of the market place in a native environment sets TrueFinancial apart.

New York, NY, June 10, 2015 --([PR.com](#))-- TrueFinancial Technologies has emerged from stealth mode, releasing a suite of Investor Relations and Business Communications Mobile Apps. TrueFinancial's mobile apps will change the way businesses communicate with their Investors, Employees and other important Stakeholders in "Real Time." TrueIR, TrueFUND, TrueMobiCo and TrueEVENT are all powered by the innovative and cost effective TrueNative Platform. "With millions already using the technology in the education space, adoption in the financial services space should be seamless," Donovan Lazar, CEO of TrueFinancial said.

TrueFinancial is led by a team with deep domain experience ranging from Silicon Valley to Wall Street and has created the most comprehensive native mobile app platform that allows companies to build native mobile apps on all three major platforms Apple, Android and Windows including all devices.



"We decided we didn't want to tell the world we cover 90% and think that is ok so we went the extra step and made sure that we covered 100% of the audience," stated Lazar.

With 89% of the public choosing to consume information through native apps versus mobile websites, TrueFinancial helps companies bridge the gap and build a mobile presence.

87% of retail trader polled use a mobile device throughout the day to check their investments. "Don't you think that is where all the mutual funds, hedge funds, asset managers and public companies should be? To not only push information about their investments but also push information directly to them about their products and services. We do just that," Lazar added.

TrueFinancial's solutions include TrueMarketing with every customer. TrueMarketing helps companies grow their mobile exposure allowing them to use their apps not only for information but for marketing and branding purposes. The program will help a company who wants to stay in front of their audience, engage with them and push them to make a buying decision.

TrueFinancial Technologies is a B2B company with a native mobile technology platform "TrueNative™" changing the way businesses communicate with their Investors, Employees and other important Stakeholders in "Real Time." They create native apps across all platforms, Apple, Android or Windows for smartphones, tablets and wearables, helping companies connect with, listen to, and instantaneously share investor, sales, marketing, and other critical information in real time with their stakeholders. For more information please go to www.truefinancialtechnologies.com

Contact Information

TrueFinancial Technologies
Donovan Lazar

831-227-8655

[Contact](#)

www.truefinancialtechnologies.com