



INFOVISA Unveils Mobile App for the Community Bank Trust Market

October 30, 2013 – Cornelius, NC based INFOVISA™ has unveiled a dedicated mobile app called TRUSTtrak™ for customers of its trust accounting clients. TRUSTtrak is currently available as a dedicated downloadable application for both iOS and Android devices. TRUSTtrak gives users easy access to account information such as positions, balances and even performance measurement.

“We developed TRUSTtrak to help our community bank clients and independent trust companies better compete for and retain business”, said Mike Dinges, INFOVISA’s President and CEO. “We have long been a technology leader in the community bank space. This latest product launch demonstrates our technology commitment to the markets we serve”, Dinges went on to say.

TRUSTtrak was officially launched at INFOVISA’s annual national client conference, held in Atlanta in September, 2013. “Our clients were excited by the rollout of TRUSTtrak as well as many other of the enhancements and new features of our other products. We are dedicated to Internet and mobile technologies, and are working on several other exciting new products that will allow our clients to better serve their customers and compete for business”, Dinges said.

While INFOVISA has had mobile versions of its client portal for several years, this is the company’s first dedicated mobile application. The app was written entirely by INFOVISA’s software developers; no third-party programming was used. TRUSTtrak is available for download in both the Google Play and the iTunes App stores.

About INFOVISA: INFOVISA is an independent provider of data processing systems and related services for bank trust departments, independent trust companies, not-for-profit foundations, colleges, and universities. INFOVISA was founded in 1992 and has long been a pioneer in the wealth management arena. INFOVISA was the first company to develop a complete Windows based, real-time trust accounting system - MAUI™. MAUI is made up of individual modules providing the user with a customized system to meet their needs. Through a combination of proprietary software coupled with Application Service Provider (ASP) services, clients of INFOVISA are provided with a robust and comprehensive technology solution. Never before has the wealth management industry had such leading edge technology at their fingertips. For more information, please contact INFOVISA at (704) 892-3270 or visit us on the web at www.infovisa.com.