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The Next Generation of Customer Information Systems

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## **Alex Richardson, Retail Industry Leader, Joins Experticity's Board of Advisors Retail Luminary Joins Experticity's Advisory Board to Provide Strategic Guidance and Product Development Expertise to Surging Retail Technology Upstart**

SEATTLE, WA--(Marketwire - April 17, 2008) - Experticity, the pioneering provider of video-assisted customer support solutions, today announced that Mr. Alex Richardson, a managing director of Selling Machines Partners and president of the Self Service & Kiosk Association, has joined Experticity's Board of Advisors. The addition of Mr. Richardson to the company's Board of Advisors caps an active six months for Experticity in which it was named to the prestigious Red Herring Global 100 list and launched Experticity@Home, the first customer service application that enables retailers to provide "in-home" two-way video customer support to consumers.

"Retailers today are stuck between a rock and a hard place by being forced to choose between providing superior service to their customers and reducing their fixed costs," said Alex Richardson, Managing Director of Selling Machines Partners. "Experticity is breaking new ground in the retail industry by delivering the next generation of on-screen support technologies that promise to make this a moot point and the forward thinking retailers who are adopting Experticity's innovative customer service platform are already starting to reap the benefits. It's clear to me that Experticity has the best combination of robust security, scalability and ease of use in the marketplace. Experticity has the management team and financial resources to maintain their steady growth on a worldwide basis."

Mr. Richardson has more than two decades of experience in building value to retail, high-growth and start-up technology companies. As the founder of Netkey software, Alex pioneered the development of a new enterprise software market for the management of retail self-service devices and led the creation of the organization to execute on the vision. Alex's recent digital signage and store window reengineering design work for a global luxury brand won the 2007 Industry Innovator of the Year award, as well as four first prize awards for excellence in retail digital signage implementations including 2007 Digi Signage Awards (Judge's Choice) and the 2007 4th Screen Gold Award for Retail. Alex is a founding Board Member of the Digital Signage Association and President of the Self Service & Kiosk Industry Association (SSKA.ORG). He earned his MBA from Yale University.

"Alex is one of the shining lights in the retail category and has a keen understanding of how retailers can implement new technologies to radically improve their bottom line results," said DL Baron, founder and CEO of Experticity. "In addition to his technology insights, Alex also brings to Experticity a wealth of industry contacts that will provide us with key inroads into some of the world's largest retailers."

About Experticity

Headquartered in Seattle, Washington, Experticity is the pioneer of live on-screen expert staffing technologies and has been developing remote service solutions for the retail industry since 2005. Experticity's patent pending, proprietary right-staffing technology enables companies to load-balance live customer service staff from a remote location to service front-lines, using real-time, two-way video, audio, and data screens to provide customers with a personalized, one-on-one service experience. In 2007, Experticity was recognized by Red Herring Magazine as one of the Top 100 most promising technology companies in the world.

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