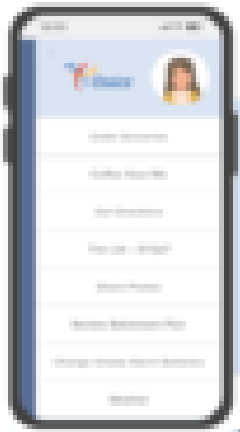
Choice

The First UI for AI

Choice® is the UI for AI

Choice® enables you to reimagine what it's like to engage each person individually.

Choice® is a single app that combines the best of browser and app functionality by adding a new AI-programmable, human-centric user interface to your mobile app. One that is not constrained by current fixed app menu navigation. Choice® has a menu navigation interface that can be dynamically programmed using simple HTML based on zero party consent data. It lets you maximize your AI investment to respectfully and meaningfully engage customers on their daily digital journey, wherever it begins or ends.



Integrate your services into their daily lives

- Monetize a respect-based ecosystem of content and service partners
- Meet customers wherever they are on their daily journey
- Give them a choice about what to share with whom
- Close the engagement feedback loop, in real time
- Engage them daily with individualized navigation

Seamlessly integrate into your existing infrastructure using web standards

- Wrap your existing mobile app around the Choice® navigation control unit
- Choose your menu style and the data you wish to capture
- Individualized navigation menus using simple HTML
- Securely transmit Choice® data via HTTPS
- Receive data as HTTP X-Headers that may be shared with collaborative value service ecosystem partners to monetize and manage consent

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