

RiceTec Revamps Online Presence In Light Of Emerging Technology

HOUSTON, TEXAS

As consumer demand for and dependence on web-based communication increases, RiceTec has launched a new, user-friendly website at RiceTec.com.

Featuring a simple yet stylish earth-toned design, the new website is easier for users to navigate, respond, share and view multimedia content. The site provides direct links to RiceTec's Twitter feed and Facebook page for those who want to stay informed and up-to-date via social media. The site also boasts a new search feature offering more effective results.

Each page of the site features a Google+ option, allowing visitors to publicly recommend content to friends with a Google+ profile, the Internet's newest social-networking platform. For those who prefer RSS feeds, RiceTec's site now offers that subscription service.

Along with the new iPhone application for drill

calibration, RiceTec's efforts to assist smartphone users now include a smoother video platform. Visitors no longer have to struggle with Flash to view the site or RiceTec podcasts on their mobile devices.

"These new mobile capabilities allow users to take us with them wherever they may be," said Brian Ottis, marketing and client support manager for RiceTec.

Reflecting RiceTec's position as the technological leader in the rice industry, the website is also optimized for speed, allowing users to quickly access RiceTec information, products, data, contacts and events.

"We are always forward-thinking when it comes to inventing new ways for producing a quality rice product," said Ottis. "With the new website, we have applied that same mentality to inventing new ways for communicating with and servicing our customers." △



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