



## **nFusz CEO to Present at The MicroCap Conference on April 9th and 10th in New York City at Essex House**

HOLLYWOOD, Calif., April 06, 2018 (GLOBE NEWSWIRE) -- [nFusz, Inc](#)(OTCQB:FUSZ) CEO [Rory J. Cutaia](#) will be presenting at [The MicroCap Conference](#) on April 9<sup>th</sup> and 10<sup>th</sup> at world famous Essex House Hotel in New York City. Mr. Cutaia will showcase their disruptive flagship product, [notifiCRM](#), the world's first interactive video-based CRM, and will discuss notifiCRM's upcoming integration into Oracle's NetSuite platform as well as Marketo's platform.

nFusz is poised to disrupt the CRM industry because its notifiCRM is designed to create customer engagement while other CRM applications merely track customer engagement. Its interactive videos with clickable calls-to-action right in the video do the selling for you. Even inexperienced users can enjoy increased sales by leveraging the power of effective, corporate compliant, interactive videos they can easily distribute through email, text messages, or through posts directly to social media right from the notifiCRM cloud-based application, and right from any mobile or desktop device. notifiCRM was designed to eliminate selling skills, or lack thereof, from the sales process using cutting edge, proprietary technology.

With built-in, easy-to-understand analytics, notifiCRM users know exactly who watched their videos, how many times, for how long, and which calls to action in the video were clicked. The user can easily visually identify who are the most interested prospects, and re-target them, right through the system. Calls to action can include: in-video clickable buttons to purchase a product, initiate a phone call or email, launch or auto-launch a website, or schedule an appointment, among many other in-video, engaging calls-to-action, all available on-screen, without the viewer having to leave or pause the interactive video in order to respond. And no download of any kind is required.

The MicroCap Conference is an exclusive event for investors who specialize in small and microcap stocks. It is an opportunity to be introduced to and speak with management at some of the most attractive small companies, learn from various expert panels, and mingle with other microcap investors.

The MicroCap Conference will take place in New York City at the Essex House on April 9<sup>th</sup> and 10<sup>th</sup>. Registration will begin on Monday at 7:00AM and will last until the evening. These days will be jam-packed with company presentations, 1-on-1 meetings, roundtables, expert panel discussions, and plenty of time to network with other investors over food and drinks.

"I look forward to introducing nFusz and our disruptive technology to the New York investment community," states Rory Cutaia.

### **About nFusz, Inc.**

[nFusz, Inc.](#) ([FUSZ](#)) is a Hollywood-based digital tech company. Our proprietary next-generation interactive video technology is the core of our cloud-based, Software-as-a-Service (SaaS) products. Our flagship product, [notifiCRM](#), is a subscription-based Customer Relationship Management (CRM), sales/lead generation, and social engagement platform compatible with all mobile and desktop devices. Leveraging the power of our interactive video technology, notifiCRM does the selling for you, effectively eliminating sales skill from the

sales process. Customers report up to a 600% increase in conversion rates. Our platform can accommodate any size campaign or sales organization, and it is enterprise-class scalable to meet the needs of today's global organizations. For more information on nFusz, Inc., visit [www.nFusz.com](http://www.nFusz.com).

### **About [The MicroCap Conference](#)**

#### REGISTRATION FOR INVESTORS

To request free registration, please go to our website ([www.microcapconf.com](http://www.microcapconf.com)), and click the "Registration" button

#### PARTICIPATING COMPANIES

For our most updated list of companies, please go to our website ([www.microcapconf.com](http://www.microcapconf.com))

#### MARQUEE SPONSORS

The Special Equities Group  
Maxim Group

#### PLATINUM SPONSOR

Marcum

#### OTHER SPONSORS

MZ Group  
Irth Communications  
The CFO Squad  
Proactive Investors  
Issuer Direct  
Hunter Taubman Fischer & LI LLC  
The Money Channel  
C6 Capital, LLC  
Financial Buzz  
Acorn Management Partners  
VStock Transfer  
PCG Advisory Group  
CoreIR  
Albeck  
PubCoCEO

News Compliments of ACCESSWIRE

#### FOR MORE INFORMATION

Please visit: [www.microcapconf.com](http://www.microcapconf.com)

Or, contact Tony Yu, CEO at [tony@microcapconf.com](mailto:tony@microcapconf.com)