

## **Media Release – 18<sup>th</sup> May 2009**

### **QualVu, EasyInsites, And Cint Join Forces To Build The World's First Global VideoDiary™ Panel**

#### **Partnership Will Enable Seamless Collection of Candid, High Quality Video Feedback**

**London, Stockholm, and Denver, 18<sup>th</sup> May 2009:** QualVu, EasyInsites, and Cint have joined together to build the world's first global VideoDiary™ research panel available to brands seeking instant access to screened participants for qualitative research. This panel will be built by extensively screening participating panels in the Cint Panel Exchange which today comprises over 200 panels across 30 countries. It will utilize QualVu's proprietary technology called SystemInsite™ for identifying whether a panelist has a webcam, microphone and other key attributes to determine if the panelist is ready for video creation and collection. QualVu will also provide the technology platform for preparing, collecting, and analyzing the video content through the use of their VideoDiary™ and VuPoint™ tools.

EasyInsites will be the primary full-service research agency offering this service. EasyInsites has created a product called EasyVideo as a part of their EasyQual product set. EasyVideo will provide clients with the opportunity to quickly and easily create a qualitative session on video whereby questions are posed by a moderator chosen by the client or by EasyInsites on behalf of the client. EasyInsites will then ensure the video is properly targeted and distributed to pre-screened respondents, either sourced from an EasyPanel (a client's custom panel that will be managed in the exchange) or from another set of respondents outside of a client's own custom panel. Once fielded, EasyInsites will then provide a clip summary by selecting key pieces of video content from each respondent and delivering a video report, thereby saving clients a considerable amount of time and money sorting through the raw video results.

Cint's role in the partnership is to screen participating panels in the Cint Panel Exchange currently comprised of over 1.5 million panelists sourced from over 200 "open" panels (those available for purchase by users of the exchange system) across 30 countries. This screening will be on-going and widely available to all users of the Cint Panel Exchange, thereby saving users considerable time and money in being able to easily target webcam-enabled panelists.

Commenting on providing and supporting this launch with the VideoDiary™ platform and toolset, John Williamson – Founder and CEO of QualVu -- said: "We're delighted to partner with Cint and EasyInsites to deliver the world's most innovative qualitative methodology – connecting brands across the globe with their target consumers to gain

rich insights online. VideoDiary™ not only represents an innovative online qualitative approach, it is a paradigm shift for the qualitative industry – which now has access to means to gather focus group-quality intelligence at cost, speed and quality levels never before possible.”

Commenting on providing the full service solution associated with the Global VideoDiary™ Panel, Charles Pearson – Co-Founder and Managing Director of EasyInsites said: “This innovative approach enables clients to see their panelists for the first time and can serve to validate that panelists are who they say they are, as well as to provide a much lower cost alternative to traditional face to face and focus group approaches. These online video interviews can be conducted across the world faster and cheaper and in an even more consistent manner than any other approach. EasyInsites is excited to be introducing this approach to the European marketplace, since it has been extensively used and increasingly accepted in North America over the past several years.”

Commenting on this global and cross company initiative, Bo Mattsson -- Founder and CEO of Cint AB – said: “Our objective at Cint is for the global market research industry to come together to buy and sell sample under one roof. In addition to pursuing vast coverage across countries and types of individuals, Cint is also focused on enhancing the global profile information collected and stored on these individuals to make the entire process of running feasibilities, pricing, and launching sample as easy, complete, and cost efficient as possible. The VideoDiary™ Panel is a great example of fulfilling this objective because it provides deeper and more relevant profiling, it also fits with our vision to advance the industry as we expect this online qualitative approach to take hold in the research industry in the coming months and years.”

## About EasyInsites



**EasyInsites** is a new and exciting full service online research agency focused on offering clients a range of unique online tools to meet their research needs and to allow them to conduct more research at a lower cost. One of our key products is EasyPanel, our custom panel product with which clients can easily conduct research on their customers, employees and markets. Our EasyExchange platform is at the heart of our EasyPanel product offering with its main feature the opportunity for clients to monetise their panelists by making their panel “open” to other researchers, with all appropriate

restrictions and limitations set by our client as the panel owner. In addition, EasyInsites has introduced a full range of unique and advanced online research products to ensure that our clients derive maximum value and insight from their custom panel. Even without a custom panel, clients can turn to EasyInsites for their online research needs, since we offer a full range of easier, more automated and cost efficient research products including EasyTracker – a fully automated tracker that runs itself thereby allowing more time for analysis and interpretation of the data and reducing the fielding and project management costs dramatically. For more information, the EasyInsites website is now live at [www.EasyInsites.com](http://www.EasyInsites.com)

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#### About QualVu



**QualVu** is the leading innovator of user-driven online video research solutions, delivering a platform to businesses and their researchers enabling them to gain rich insights into the opinions, views and attitudes of their customers and other consumer and business targets. QualVu's VideoDiary™ solution delivers a faster, more scalable, and more cost effective means to gain face-to-face consumer insights, and empowers businesses to make more informed and accurate decisions. QualVu delivers a suite of solutions to business researchers from small to Fortune 100.

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## About Cint

# Cint

**EFFICIENCY – CREATIVITY - QUALITY**

Cint is an innovative software company that produces and sells market leading, online research products for businesses, organizations and individuals involved in market research. The company specializes in SaaS, web-based software solutions offering efficient, user friendly online sample management and access, as well as online panel management products that are accessible worldwide 24/7. Headquartered in Stockholm, Sweden, Cint has offices across Europe and the USA. Cint's rapid growth is due to Cint Panel Exchange which was launched in 2004. The platform is the only open marketplace for conducting online research where panel owners and sample buyers can buy and sell access to 10,000's of individuals everyday. Today you can access over 1.5 million panelists in more than 30 countries direct from your computer. The company has an impressive list of clients and partners spanning most of the large market research groups, the main panel providers, media and web-based companies, branding, PR and advertising agencies, plus medium and small market research agencies and other companies and individuals involved in market research.

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