



Quality Video-based Insights Collected Automatically within Online Surveys

***QualVu partners with Knowledge Networks to deliver VideoSurvey™
enabling researchers to easily collect unparalleled “voice and face of the consumer”***

FOR IMMEDIATE RELEASE

Denver, CO – March 20, 2009 – QualVu, the leader in next-generation online video research solutions, announced an alliance with Knowledge Networks today. QualVu will deliver VideoSurvey™, the company’s cutting edge qualitative research technology in KnowledgePanel® quantitative surveys. The combined solution allows market researchers to gain valuable face-to-face qualitative insights, while supplementing quantitative survey data with rich responses that generate deeper meaning behind consumer attitudes, opinions, and thoughts.

VideoSurvey is the next logical step to broaden data collection options beyond today’s standard text and chat sessions. With a remarkably intuitive video interface, VideoSurvey provides a seamless integration with quantitative surveys. Researchers can now achieve both statistically conclusive data as well as insights normally reserved for focus groups and in-depth interviews. Video responses are candid and rich – as participants can quickly share their thoughts in a friendly, private, and comfortable environment.

“For the first time researchers have access to scalable online qualitative solutions that seamlessly integrate with the renowned accuracy of Knowledge Networks’ KnowledgePanel,” said John Williamson, CEO of QualVu. “Our combined offering delivers focus-group quality insights to commercial, academic, and policy research projects at a fraction of the cost.”

Due to its increased respondent engagement, VideoSurvey has been proven to gather more in-depth responses than its text-based counterparts. Comparing word count rates of text and video responses shows that video responses produce on average twice as many words, providing additional data and more actionable insight.

“Knowledge Networks has long set itself apart with the high quality of its research panel,” said Patricia Graham, CMO Knowledge Networks. “Now VideoSurvey’s insightful and engaging video is elegantly integrated within our reports. This certainly adds a compelling understanding of the consumer within quantitative online survey research for segmentations, concept tests and attitude and usage. Most importantly, quantitative research results now come alive with the face and voice of the consumer. In short, VideoSurvey is changing the way we survey KnowledgePanel respondents to bring clients a people-centric view of the quantitative results.”

VideoSurvey is available with any Knowledge Networks KnowledgePanel project, providing a significant value-addition at lower costs than traditional qualitative methods.

“You have to see the video to understand the impact of this powerful new solution,” added John Williamson. “VideoSurvey is a huge step beyond today’s limited text-only methods. We are certain VideoSurvey will change the way researchers approach surveys, with the ability to simultaneously collect true qualitative video insights.”

QualVu’s video research solutions have been evaluated and proven by industry specialists in leading market research organizations around the world. Researchers deploy VideoSurvey™ with confidence and with no need for prior video experience. VideoSurvey is a turnkey market research solution, as QualVu supports all aspects of survey deployment – from integration to reporting. With tens of thousands of successfully collected video responses, QualVu is the leading provider of online video research solutions.



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 web-based applications deliver 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's technologies integrate into any online environment — from consumer video diaries, community research blogs, online surveys, and custom webcam-enabled panels built and managed by QualVu. QualVu delivers targeted solutions to business researchers from small to Fortune 100. For more information, visit www.qualvu.com.

About Knowledge Networks

Knowledge Networks specializes in solving complex, high-impact problems, providing extraordinary quality and service to leaders in business, government and academia. We work closely with clients to create healthy consumer-brand connections, effective marketing and advertising, sound public policies, and accurate social science research. We have established respected practices in media, marketing, advertising, and government & academic studies. KN excels in study design, analytics, and custom panel creation; we deliver affordable, statistically valid online research through KnowledgePanel® – the only available probability selected, nationally representative Internet panel. For more information, go to www.knowledgenetworks.com.

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