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## **QualVu Unveils QuickVu: Face-to-Face Online Qualitative Research in Three Days or Less**

*With QuickVu, businesses, researchers and agencies gain access to webcam-enabled panels for virtually instant, 24x7 qualitative insights from consumers and professionals around the globe.*

DENVER – Dec. 2, 2009 – [QualVu, Inc.](#), the leading innovator of online video-based qualitative research solutions, has unveiled [QuickVu™](#), the latest addition to the company's proprietary product suite. QuickVu offers [QualVu clients](#) – which include global research firms, ad agencies and Fortune 500 companies – instant and ongoing access to webcam-enabled panels for face-to-face qualitative insights at unparalleled speeds.

QuickVu is the seamless integration of QualVu's pioneering online [VideoDiary™](#) and webcam-enabled panels. VideoDiary is a platform for video-based qualitative research, enabled by participant-driven interaction where consumers and professionals record insights from the comfort of their home or office, or even on-the-go using handheld webcams.

"Oftentimes, executives come out of meetings wishing they could quickly 'bounce an idea' off their target consumers. QuickVu is the perfect tool for businesses and researchers to do just that – extremely fast and cost-effectively. QuickVu delivers an easy-to-use platform to collect rich, voice-of-the-consumer insights and gain actionable information in 72 hours or less," said [John Williamson, QualVu CEO](#). "QuickVu is like having your target consumers at the table with you at any meeting. Key to QuickVu is that we're the only firm that can deliver those insights face-to-face via VideoDiary."

With three easy steps, QuickVu provides a fast, tactical method for businesses and researchers to secure rich insights. First, QuickVu clients select their webcam-enabled panel, either creating their own private group or accessing one of QualVu's rated panels.

Second, clients access their panel(s) at any time around the globe with assignments for panel members, delivered online. Panel participants log in to view pre-recorded video questions, and then use webcams to record their collective insights on the QuickVu topic, including:

- New product development and marketing campaigns
- New revenue opportunities
- Customer satisfaction and loyalty measurement, competitive benchmarking, and brand health

QuickVu clients can view video responses online at any time during data collection.

Third, QuickVu clients receive an engaging VideoReport with highlight reels – within three days. Truly coming face-to-face with their selected audience, QuickVu clients are armed with actionable information to make better business decisions.

“With ever more difficult-to-reach consumer targets across the globe, the tightening of research and travel budgets, and the need to gain accurate qualitative data faster than ever, extraordinary times are calling for extraordinary tools,” continued Williamson. “With QuickVu, our clients are gaining intelligence faster than ever before – with more engaging and useful output than other methods, all while harnessing the cost, flexibility and speed of the Web.”

QuickVu users enjoy a number of benefits:

- Fast access to responsive, well-profiled, targeted respondents and customers
- Rich, current, longitudinal insights
- Just-in-time questions and video answers to time-sensitive business issues
- Lower cost vs. ad hoc recruiting, as panel members can be mined over extended periods of time
- Ideal for difficult-to-find, low-incidence consumers, geographically disperse people, or groups requiring stringent screeners
- Easy panel maintenance and refresh, managed by QualVu

Other QualVu solutions include [VideoDiary™ Blog](#) and [VideoSurvey™](#). All of QualVu’s products are backed by [VuPoint™](#), an analytics portal where the video data is managed and organized by proprietary technology and workflow processes.

### **About QualVu, Inc.**

QualVu is the leading innovator of online video-based qualitative research solutions. QualVu delivers a pioneering platform to businesses, researchers and agencies that enables them to gain rich insights into the opinions, views and attitudes of their

customers and other consumer and business targets. Empowering businesses to make more informed and accurate decisions, QualVu's VideoDiary™ solution provides a faster, more scalable and cost-effective method to gain face-to-face, voice-of-the-consumer insights. QualVu is online at [www.qualvu.com](http://www.qualvu.com).

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