

Reach participants *anytime* you want...
...anywhere they are.

QualAnywhere™

With the proliferation of mobile devices and text messaging, QualAnywhere™ allows researchers to engage participants in ways never before possible, as a way to collect real-time data.

It's Easy

First, participants are recruited just like in other types of research studies. Then, over a period of days or weeks, they receive your predetermined questions at specified times... and simply text-back their responses. All responses are automatically gathered and sorted by question and participant (your transcripts).

20|20 does all the set-up, programs the questions and e-mails your transcript to you daily.

It's Flexible

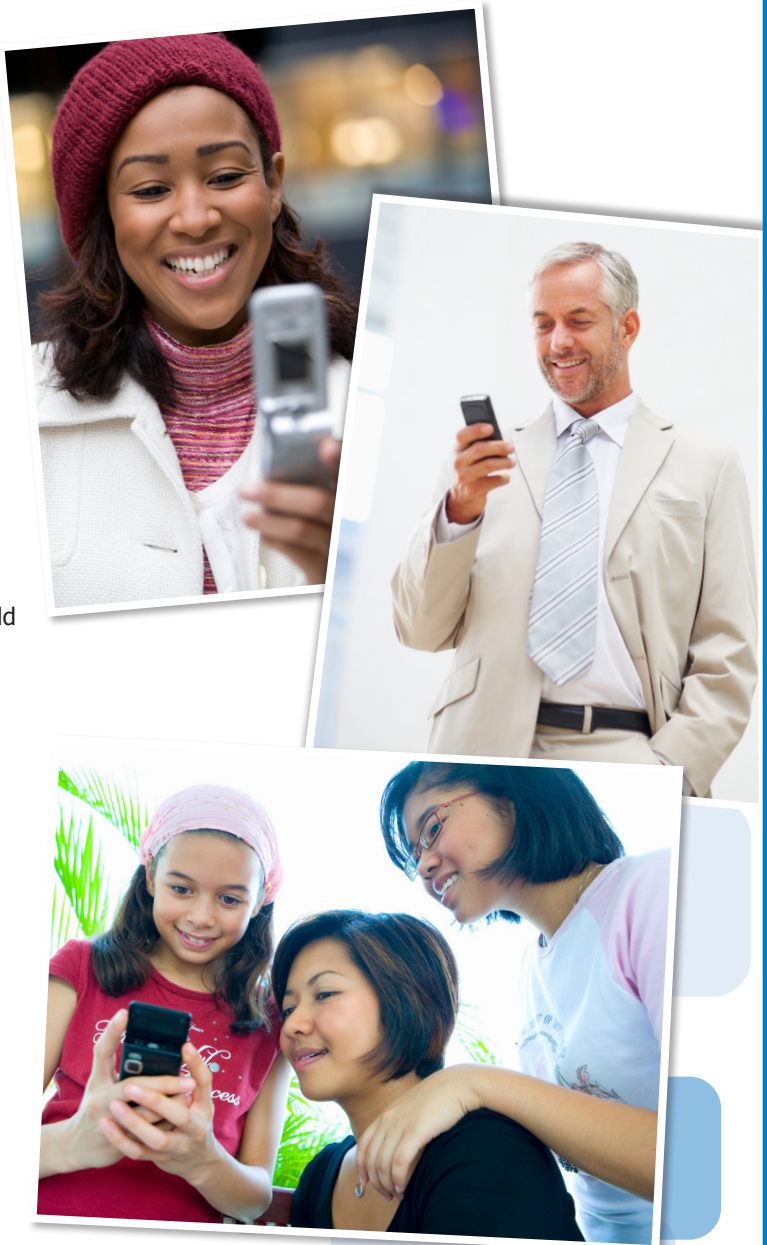
QualAnywhere™ was designed from the ground up to be flexible enough to accommodate most any study structure:

- The system can send and receive text messages to and from any mobile phone in the US and 60 countries around the world
- Studies can accommodate up to 100 participants
- Researchers can send out up to 10 unique messages per day (each with its own 'send time')
- There is the opportunity for additional probing
- Studies can last up to 30 days
- Questions can be qualitative or quantitative in nature

It Opens Up New Research Ideas

With this new platform, there really is no limit to the kinds of studies you can create:

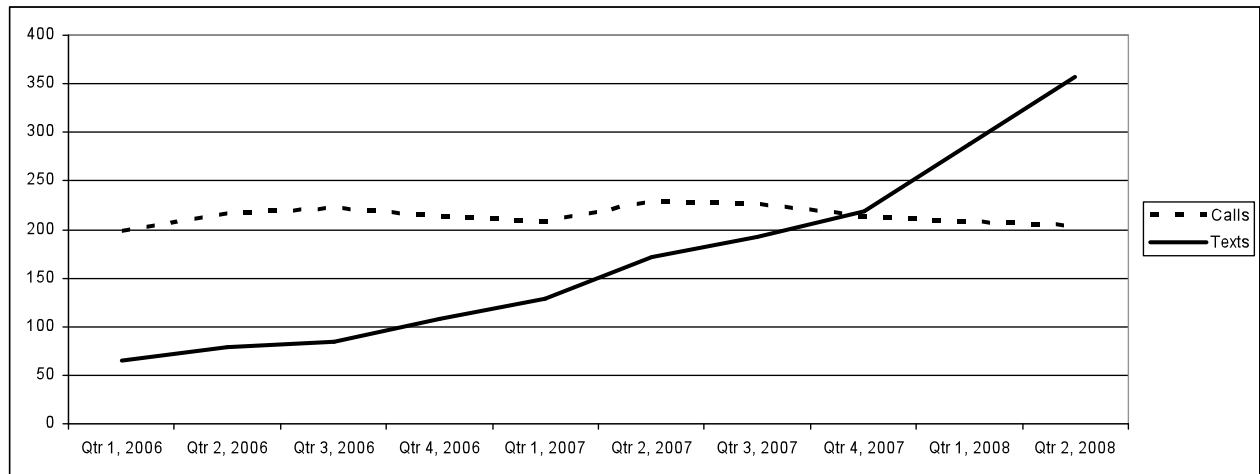
- Conduct eating habit studies **DURING** the lunch hour
- Conduct studies regarding office computer use **WHILE** participants are at work
- Conduct TV viewing studies **DURING** prime time while participants are watching TV
- Conduct studies on shopping **WHEN** participants are likely to be at the store



The possibilities are endless...

Mobile Device and Text Messaging (SMS) Statistics*

- June 2008 – 75 Billion text messages are sent. Compare that to 18 Billion in December 2006.
- SMS is available on 98% of all cell phones.
- 86% of the US owns a mobile phone – that's 265 Million users. Of those, 240 million have been enabled for SMS.
- According to Nielsen, in Q2 of 2008, the average mobile subscriber in the U.S. sent or received 357 text messages per month, compared to 204 phone calls (see chart below).



*November 2008, Cell Signs

Lifestyle Statistics**

- 82% of all American adults own a cell phone
- The percentage of American adult cell phone owners who do the following:
 - Take a picture: 76%
 - Access the internet: 38%
 - Send or receive text messages: 72%
 - Send or receive e-mail: 34%

** May 2010: Pew Internet & American Life Project Survey / Mobile Access

For additional Product and Pricing information...

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*Innovation
Happens Here.* **20|20
TECHNOLOGY**

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