



Technology Update

Winter 2010/2011 Enhancements

QualBoard™

- **Webcam Response** is now in Beta; we expect a full release of this amazing new feature in the next few weeks. Webcam Response allows participants to record answers directly via webcam.
- To coincide with the launch of our Webcam Response is our new custom-build **EasyClip™** online video editor. It makes quick work out of trimming and organizing all your video-based research content.
- Our Analysis Tools package will now allow you to sort/filter your discussion content to **generate custom word clouds or histograms**.
- Transcripts are getting an overhaul, with **new tagging highlighting** built right in to the exports.

QualAnywhere™

- We're completely updating the QualAnywhere system to include a **brand-new interface**; you can now pull reports and transcripts via a web-based system.
- We're adding **Picture uploads to QualAnywhere**; participants with camera-enabled phones can send their pictures directly to you from their mobile device!
- You can now also **Group Tag your participants**; this makes it easy to send messages to groups or subsets.
- Finally, we've added the ability to **send pictures** directly to your participant's devices; this is great for mobile concept testing or product recognition evaluation.

QualMeeting™

- We've developed a new **block-scheduling system** for QualMeeting sessions; this allows us to rapidly execute IDI's online in a similar fashion to traditional focus groups.
- To enhance the streaming of multimedia content, we've added some new video player tools to our toolkit; this makes the presentation of **videos and animations** much easier.

