



161 Rosa L. Parks Blvd., Nashville, Tennessee 37203
Phone: 615.777.2020 | U.S Toll Free: 800.737.2020
2020research.com

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Contact: Heather Ball
615.724.5275
Heather.Ball@2020Research.com

20|20 GRANTED VIRTUAL REALITY PATENT

Landmark patent sets up research company for future innovation in virtual reality research

NASHVILLE, Tenn. (September 16, 2019) – [20|20 Research](#), a global expert and innovator in qualitative research services and technology, today announced the issuance of [US Patent No. 10,354,261](#) which relates to virtual environments for behavioral research. Included in the patent is the ability to instantly manipulate a virtual environment based upon a user’s vision patterns and demographics.

“With the technology covered in this patent, you can place someone in a customized digital space, see through their eyes and use their vision to manipulate that space,” said Isaac Rogers, CEO of 20|20 Research. “You not only get immediate feedback as the space changes around them, but their gaze determines what they see. We know that people are anything but invariable, and we think spaces should be as dynamic as the customers in them.”

Also covered under the patent is the ability to automatically ask questions based upon what a participant sees and to measure and assign a score to vision patterns, as well as the ability to deliver virtual environments to common user devices, broadening accessibility.

“This technology is unlike anything we see in today’s research,” said Rogers. “This landmark patent sets up 20|20 to offer behavioral insights that have been impossible up this point. We’re talking about the ability to not just see through your customers’ eyes, but to literally be able to figure out *how* to make them choose your product.”

“Behavioral and qualitative data seem to be inching closer together. We took this step to create a pathway where virtual reality and augmented reality can mix with traditional methodologies,” concluded Rogers. “We believe in order to lead the market in that direction, we must start laying the groundwork now.”

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About 20|20

20|20 is the leading expert and innovator in qualitative market research, leveraging its unique combination of proprietary technology, skilled recruiting and client-focused services to discover and communicate the consumer

stories that matter most. The company's easy, optimized solutions for qualitative and hybrid research deliver the right insights at the right time, allowing decision-makers to move forward and drive growth with confidence. The company is headquartered in Nashville, with offices in Denver and Chicago, as well as top-rated qualitative facilities in Nashville, Charlotte and Miami.