



Ipsos Vantis

Demand Express

Unity Card

An Un-Branded, All-Purpose Card



April 6, 2010

Linking Market Research to Market Performance




Performance Summary

Unity Card

The Unity Card is an all-purpose card combining financial, identification, access and data capabilities with integrated security features for stored data and owner-only usage. It was tested unbranded as a new-to-the-world product with as many uses and features as possible to ascertain if this type of product (as a stand-alone card) would resonate broadly with consumers. However, while the technology exists to create a card with all the functions mentioned, it is doubtful that this type of single card would be issued by banks (or other issuers) in the near future, if ever. However, it does open the possibility for an issuer to embed certain key functions in a new type of “smart card” using existing technology that would precede the eventual introduction of a “smart phone” with similar, and perhaps even more comprehensive, functionality.

As tested, the Unity Card would be a resounding success among consumers based on its high Mass Market Success Score coupled with all key measures scoring in the top quintile, with the exception of *Believability* which, for obvious and justified reasons, received an average score. The concept itself is easily understood and could be communicated very effectively to consumers through simple advertising. In addition, consumers would create significant buzz around the product which would amplify awareness quickly with the potential for it to go viral.



Unity Card

**One very secure card,
many important functions.**

Introducing the wallet in a card.


The **Unity Card** is the one card that does just about everything you need it to do, safely and securely. It has near field communications (NFC) for contactless credit and debit card reading. It has programmable RFID for keyless door entry. It has an imbedded, encrypted smart chip to store sensitive data about your health, finances, insurance, affiliations, licenses, passport and various accounts and passwords.

And in case you're worried about having all your personal information and financial data in one place, don't. This card will only work while with you since it has a state-of-the-art thumb print reader.

If you lose it, just go into any bank* and have them scan your thumb on their secure verification reader. In less than 5 minutes you'll be authenticated and a new card will be processed, with your information downloaded from the safest, most protected offsite server ever developed by private enterprise in conjunction with the US government.

As for your lost card, forget about it. After two days of non-use, or once a new card is made, an electronic message is automatically sent to the old card to erase all data, rendering the card and its internal chips useless.

- It's a debit card.
- It's a credit card.
- It's your driver's license.
- It's your passport.
- Use it to enter your home.
- Use it to enter work.
- Gain access to public transportation.
- Gain access to parking lots and garages.
- Keep track of airline rewards programs.
- Keep track of retailer rewards programs.
- It's your health insurance card.
- It's your social security card.
- It's your health data.
- It's your lifeline.



RFID Smart Chip

))) NFC)))

***Unity Cards are free through your bank.
Replacement of lost cards \$50.**



Key Findings

Mass Market Potential

- The Unity Card scores in the mid-range of high, suggesting that if this type of product were available to the mainstream consumer today, adoption and usage rates would be high.
- Despite being a new-to-the-world product, the Unity Card's component features and capabilities are easily understood because each element is currently employed by consumers in some fashion through some other means and, therefore, they would appreciate the cohesive nature of an aggregated product's core benefit of doing everything securely.
- Quite understandably, the only obstacle for the Unity Card is believability. In development, the Unity Card would need to further define mandatory features, some of which might not be compatible from an industry or technology standpoint, nor able to be integrated because of various constituencies limitations, concerns or liabilities.

Key Market Segments

- Appeal for card highest among males 25-44.
- Target skews urban and Hispanic.
- Fairly evenly split between single and married.
- Total household income and disposable income index higher among core group.
- Although TV (news, sports, talk shows), Magazine and Internet usage are average, target marketing is possible as most areas of interest index higher among key audience.
- The target group skews higher on newspaper subscriptions.

Communications Overview

- The concept's message is easily understood and appeals to a broad audience as evidenced by its above average Message Power score.
- The introduction of a Unity Card in its current iteration would create substantial buzz. However, since it is unlikely that all the features and capabilities would be included in the card, buzz would probably decrease if core benefits weren't part of the offering.

Critical Success Factors

- The number one ranked critical component to communicate is that the card will only work with the owner because of a thumb-print reader. Without this or some equally secure replacement feature, the Unity Card's potential would deteriorate rapidly.
- Key features to communicate include that the card can do just about everything: highly valued features like serving as a Social Security card and providing keyless door entry are essential.
- Ease of replacement at any bank is also a key feature that resonates with consumers.



DemandScan® Deliverables

Market Success Scores

A market proven demand measure, scaled for easy interpretation

Key Measure Scorecard

Comparison of new product's key survey scores to performance hurdles from the Ipsos Vantis Database

Key Market Segments

Consumer target defined across demographic, media habits, and information searching behaviors

Critical Success Factors

Phrase-by-phrase reasons why people will buy

Top 5

Ranking of the top concept phrases that reach and persuade the most consumers

Message Power Score

An indicator of message strength, compared to norms

Buzz Power Score

Word-of-mouth potential vs. normative benchmarks



Demand Express Deliverables Explained

Market Success Score

The Market Success Score is a calculation of eventual consumer demand, rescaled from 0 to 200 for simple interpretation. In contrast to a full forecast, the Market Success Score focuses only on consumer demand, and does not account for marketing plans (generating awareness and building distribution). A correlation of the Vantis Mass Market Potential Score to in-market sales indicates that concepts with a top third score have a 70% success rate.

Key Measure Scorecard

Vantis owns the world's largest database of new concept scores in technology, durable goods, health, and services sectors. Key survey measures for your concept are compared to survey norms for a relevant subset of new products from the Vantis Database. The normative comparison indicates breadth of appeal for your offer and broadly identifies strengths and weaknesses essential to new product success and positioning (e.g. high perceived value or low perceived differentiation). Furthermore the pattern of survey score rankings determines an Archetype. There are two dozen new product archetypes, and different marketing implications are tied to each. For example, the Breakthrough Archetype is characterized by low-to-moderate purchase intent, below average value, but very high liking and uniqueness. A simple analysis of purchase intent scores would overlook a huge Breakthrough opportunity, and result in the wrong investment decision. Archetypes are used in Demand Express analysis to eliminate such mistakes.

Key Consumer Segments

The standardized Demand Express survey includes demographics, shopping and media habits. The summary is meant to give a top-line understanding of the consumer target which is essential to market success and also provides the framework for the market size (right product : right audience rather than wrong product : wrong audience).

Message Power

Message Power scores the ability to execute the message in mass marketing. A high score vs. the norm results when one or a few clear, differentiated benefits are present. An offer with high Message Power will be very responsive to advertising spend. Thus, seeing heavy spend is a signal of an uptick in business trajectory.

Buzz Meter

Some products are more likely to be discussed, even hyped by faithful buyers. Buzz meter indicates how much word-of-mouth (buzz) a new product will generate. Buzz meter links directly to demand potential, whereby high buzz scores translate to incremental awareness in the market. Breakthrough products will generally have high potential here.

Critical Success Factors

Phrase-by-phrase analysis, indicating why consumers will buy. This analysis, based on a concept highlighter exercise, identifies key message components that motivate the target audience.

Top 5

This "elevator test" identifies the 5 most important parts of the message - phrases that A) reach the consumer and B) persuade them. Reach is calculated using the click rate for each phrase in the concept highlighter exercise. Persuasion is derived by correlating the click rate (reach) with the key measure scorecard.

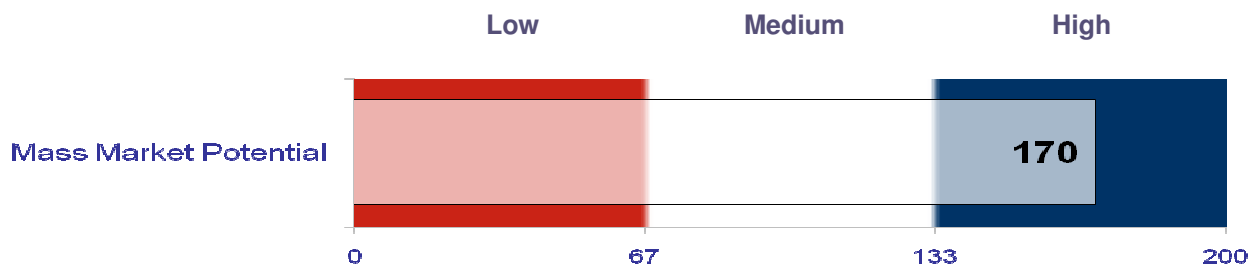


Vantis Scores

Market Performance Indicators

The Unity Card's high Mass Market Success Score suggests that if the card were offered to consumers "as is", it would be a major success. This is further reinforced by the very high *Liking*, *Need Fulfillment* and *Purchase Intent* scores. And although *Uniqueness* is high, it is offset by the average *Believability* score. Therefore, while it is doubtful that such a product could be offered to consumers in its current form, the consumer appears ready for such a product and willing to embrace its use. Further, while there is ongoing interest in having "smart phones" eventually fulfill many of these needs, there is the potential to create an interim card product that integrates many of the features and capabilities of the Unity Card that could launch in the near term. Conversely, many of the features that resonate with consumers about the Unity Card are transferable and could be integrated in an all-purpose "smart phone" or similar device.

Market Success Scores



Key Measure Scorecard

	Bottom 20 Percentile	Below Average	Average	Above Average	Top 20 Percentile
Seek Information (Top Two Box %)					53%
Purchase Intent (Top Box %)					17%
Purchase Intent (Top Two Box %)					42%
Liking (Mean 6-Point Scale)					3.5
Price/Value (Mean 5-Point Scale)					3.5
Uniqueness (Mean 5-Point Scale)					4.1
Believability (Top Box%)			35%		
Need Fulfillment (Top Two Box %)					47%

Although the Vantis Database consists of over 20,000 product evaluations, the scores of this study were compared to a subset of approximately 500 products.



Key Market Segments

Again, although it is doubtful that such a card would be issued “as is”, the target groups for Unity Card as presented skew male, are aged 25-44 and are urban apartment dwellers. A niche audience could be Hispanics. Total household and disposable income is higher for the Unity Card’s target audience, owing perhaps to the diversity and elevated nature of features and capabilities. TV usage is at the mean, but many types of programs index higher for potential targeted marketing. Marketing the Unity Card could be done in newspapers, as target group skews higher on subscriptions, and the message is easily articulated and understood in print.

Demographics		Total (150)	Total (63)	Index	Media Habits		Total (150)	Total (63)	Index
Gender (%)	Male	39	48	121	TV (Hrs/Wk)	Hours/week (mean)	19.2	19.7	103
	Female	61	52	86		Movies on non-subscription channels	55	62	113
Age (%)	18-24	4	3	80	Movies on premium channels	32	41	129	
	25-34	23	27	119	Financial news	28	41	148	
	35-44	34	43	126	Local news	71	75	105	
	45-54	21	13	61	National news	52	62	119	
	55+	19	14	76	News parody	19	27	144	
	Mean Age	42.5	40.2	95	Political news	22	32	144	
Gender / Age Quads (%)	Male 18 - 34	11	14	127	Primetime comedy series	46	59	128	
	Male 35+	28	33	119	Primetime drama	57	59	102	
Ethnicity (%)	Female 18 - 34	15	16	104	Primetime talent shows	25	38	151	
	Female 35+	45	37	81	Adventure reality TV	29	35	122	
	Caucasian	83	81	97	Dating reality TV	15	21	140	
	Hispanic	5	10	202	Job search reality TV	19	27	144	
Marital Status (%)	African-American	7	6	94	Auto racing	17	25	147	
	Asian	3	2	48	NFL Football	27	35	131	
	Other	2	2	80	College Football	15	19	129	
	Married	71	70	99	NBA Basketball	17	29	171	
Children at home (%)	Single/Widowed/Divorced	29	30	103	College Basketball	13	19	150	
	Age 5 and under	19	22	115	MLB Baseball	16	27	169	
	Age 6 to 12	25	27	109	Hockey/NHL	9	18	201	
	Age 13-17	22	22	101	Tennis	10	21	206	
Total household income	HH Size (mean)	2.9	2.9	99	Golf	9	16	171	
	Yearly mean (\$000)	65.1	82.3	126	Morning talk shows	20	27	135	
Disposable household income	Monthly mean (\$)	576.7	774.5	134	Daytime talk shows	16	24	149	
					Late-night talk shows	22	33	151	
Residence (%)	Urban	29	37	125	DIY shows	23	33	147	
	Suburban	53	52	98	Game shows	23	24	105	
	Rural	17	11	64	Kids programming	19	24	123	
Type of Home (%)	Single Family Home	77	76	99	Learning programs	34	37	107	
	Townhouse / Duplex	13	11	83	Soap operas	14	21	147	
	Apartment	9	13	137	Newspaper %	Subscription	38	57	150
					Magazines (Mean)	Number of subscriptions	3.2	3.2	100



Key Market Segments (Continued)

While internet usage is at the mean, many sites and areas of interest index higher for reaching key groups through online advertising.

Online Habits		Total (150)	Total (63)	Index	Gaming Activity		Total (150)	Total (63)	Index	
Internet (Hrs/Wk)	Hours/week (mean)	21.8	19.9	91		Puzzle games	42	52	125	
	Music	24	35	103		Gambling / card	20	27	135	
	News/headlines	66	68	138		Action adventure	8	14	179	
	Entertainment News	33	46	138	Online gaming (%)	First person shooter	7	10	142	
Websites (% visit weekly)	Social networking	55	60	109		Massively multiplayer	13	22	167	
	Online stores	52	65	125		Racing games	8	13	159	
	Personal finance	52	64	122		Role-playing games	7	14	196	
	Stocks/investments	17	29	165		Simulation games	9	16	171	
	Auction sites	30	37	122		Sports games	9	13	146	
	Web-based gaming	31	40	127		Strategy games	9	11	128	
		Watch TV	36	40		110		Puzzle games	23	25
Online Activity (% weekly)	View movies (e.g. video on demand)	25	35	138		Offline gaming (%)	Gambling / card	22	25	115
	View videos other than movies (e.g. YouTube)	29	35	119			Action adventure	12	21	172
	Read product reviews	30	41	138	First person shooter		15	24	156	
	Read blogs	33	48	143	Massively multiplayer		8	13	159	
	Stream music	23	30	130	Racing games		15	24	156	
Write blogs	13	22	167	Role-playing games	14		24	170		
				Simulation games	10		14	143		
				Sports games	19		29	153		
				Strategy games	13	19	150			
Info Search										
Info Sources (%)	Friends/Family	75	78	104	Purchasing Importance (mean, 5pt scale)	Price	4.7	4.7	100	
	Talk to salesperson	33	38	114		Quality	4.7	4.7	102	
	Consumer reviews	67	81	121		Brand	3.6	3.7	104	
	Expert reviews	45	49	110		Convenience	4.0	4.1	102	
Company website	59	65	111	Customer service		4.1	4.2	103		
Purchasing (%)	Prefer Retail	74	70	94						
	Prefer Online	26	30	116						

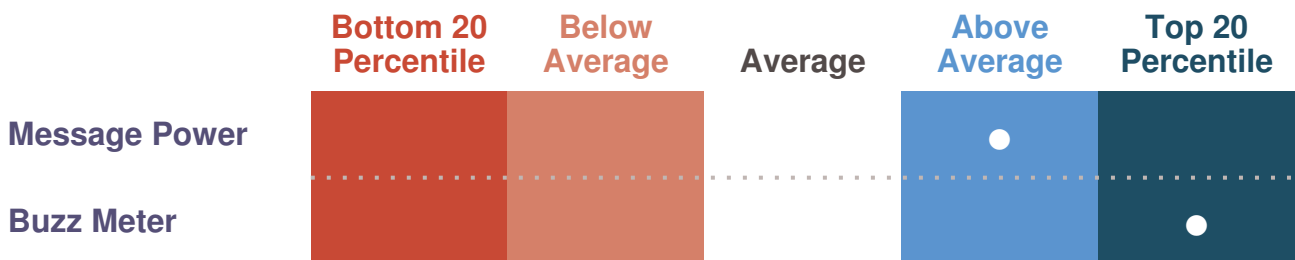


Communications Overview

Given the above-average Message Power score, the concept, as written, is easily conveyed to a mass audience that is also very receptive to the product. And, while the Buzz Meter is very high, since it is doubtful that the product would be launched as described, there is the possibility that this buzz potential would decline considerably without perceived key functionality.

Nevertheless, focusing on the Top 5 analysis – which identifies those phrases that had the greatest impact – in marketing and then including those elements in the product would have a positive effect on consumer interest and adoption.

Communications Indices



Top 5

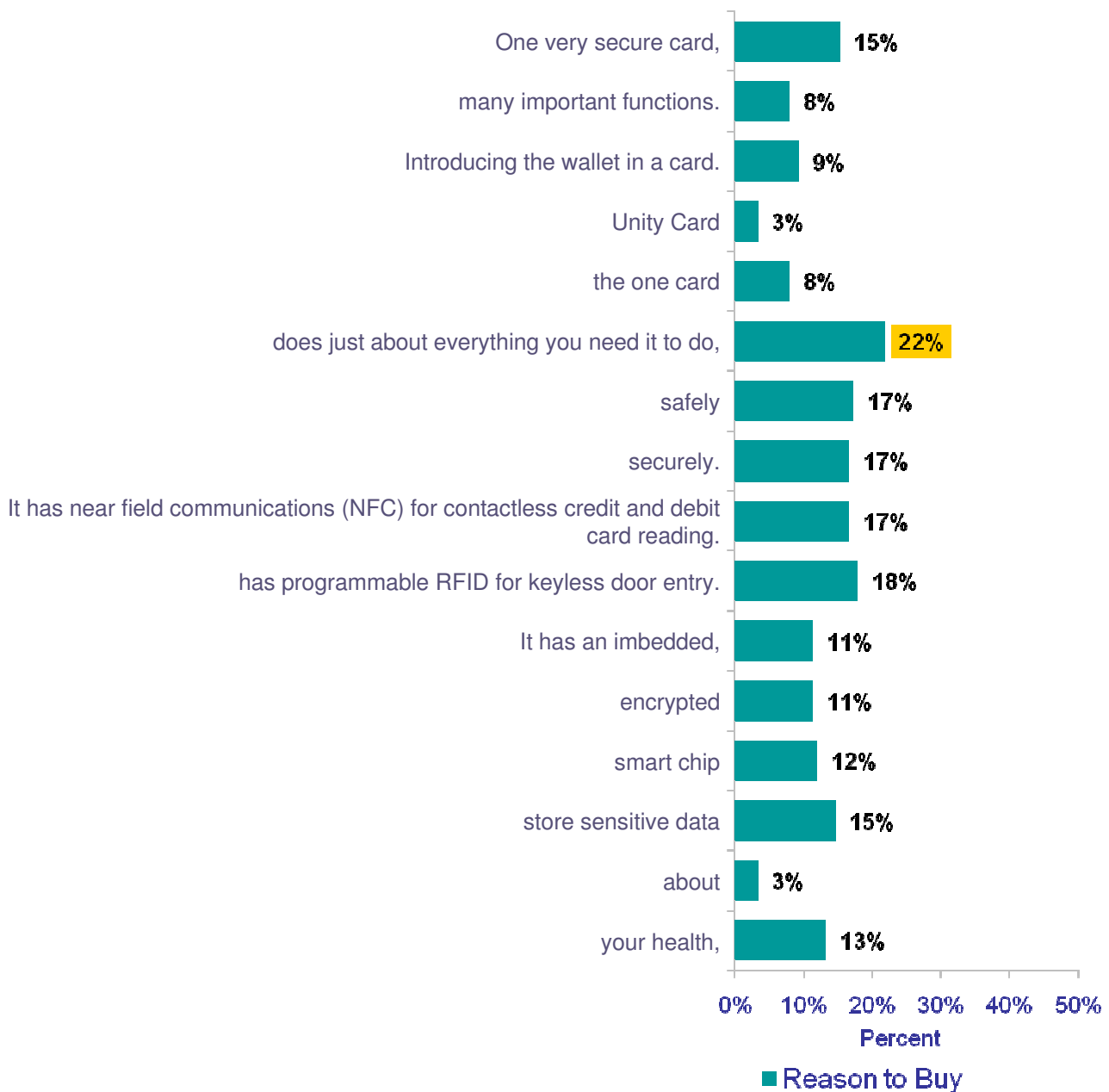
Rank	Phrase	Order in Concept
1	This card will only work while with you since it has a state-of-the-art thumb print reader.	25
2	does just about everything you need it to do,	6
3	has programmable RFID for keyless door entry.	10
4	If you lose it, just go into any bank	26
5	It's your social security card.	58



Critical Success Factors

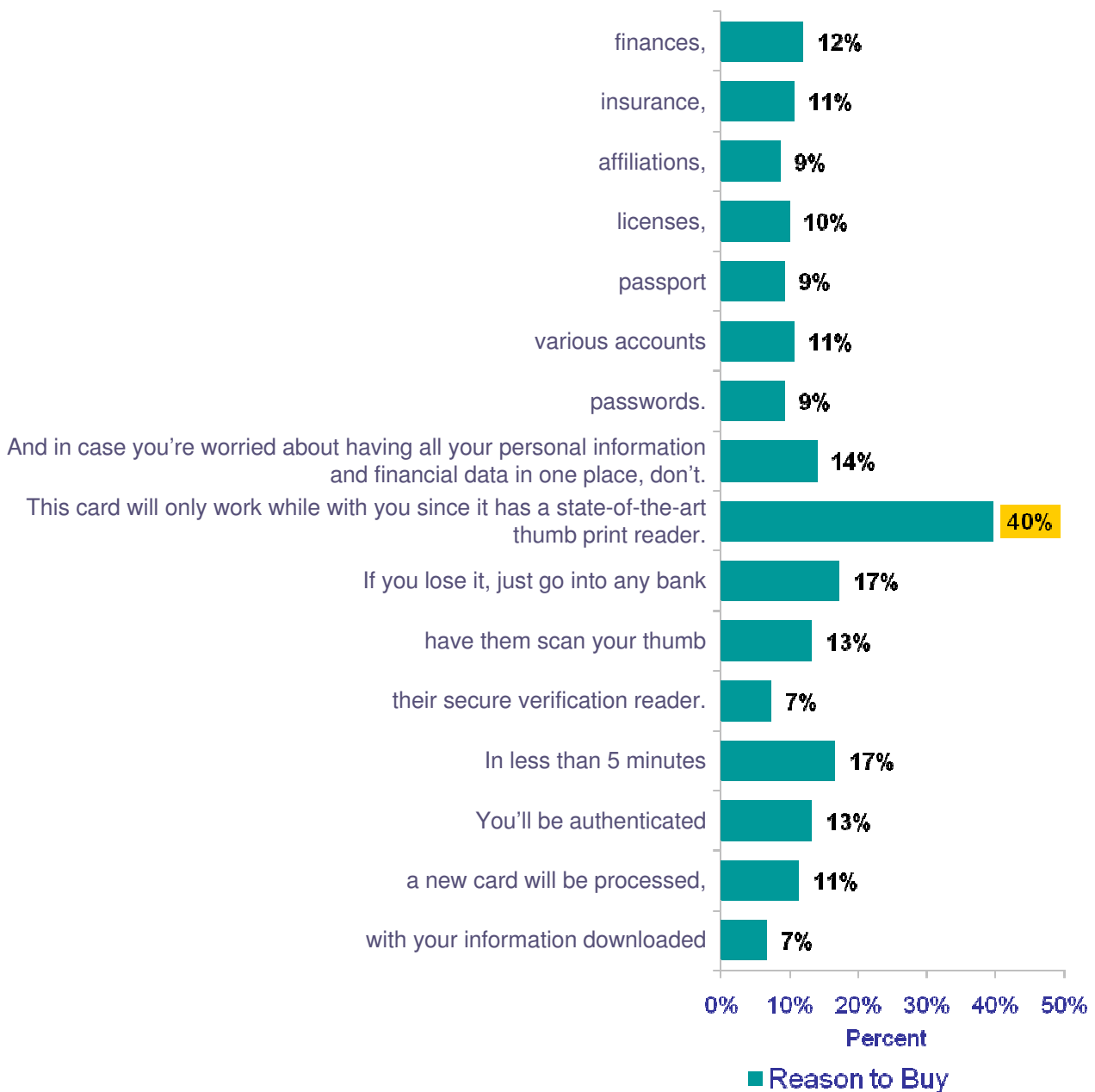
Concept Highlighter

The following 4 pages show the phrases in the order they appear on the concept. Consumers highlight phrases they find most appealing and those highlighted in yellow should be considered primary to the success of the Unity Card. While the highlighter tool is typically utilized to refine the marketing message, in this case it highlights the necessary functionality of the card in order to appeal to the consumer.



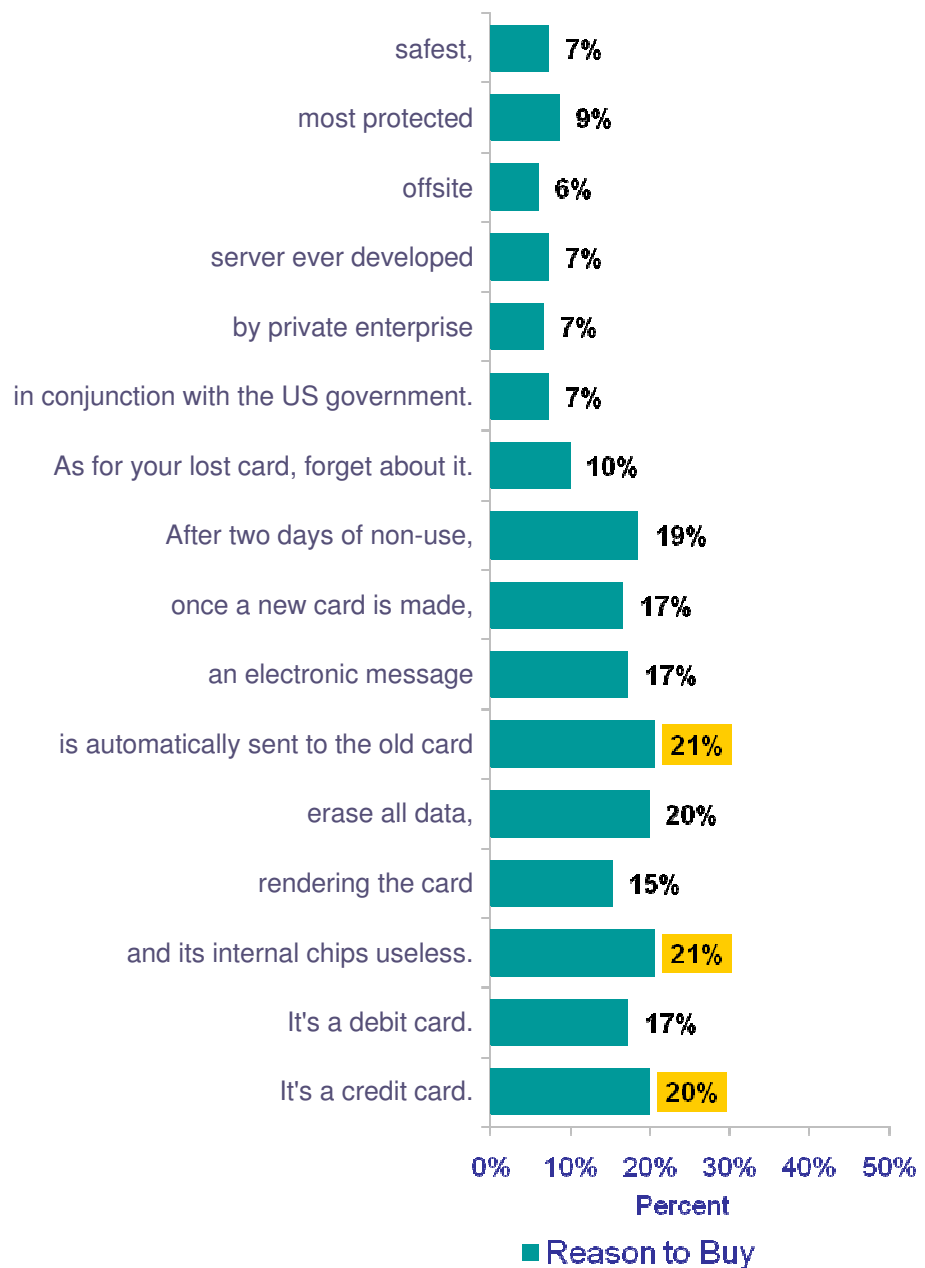


Critical Success Factors Concept Highlighter (continued)



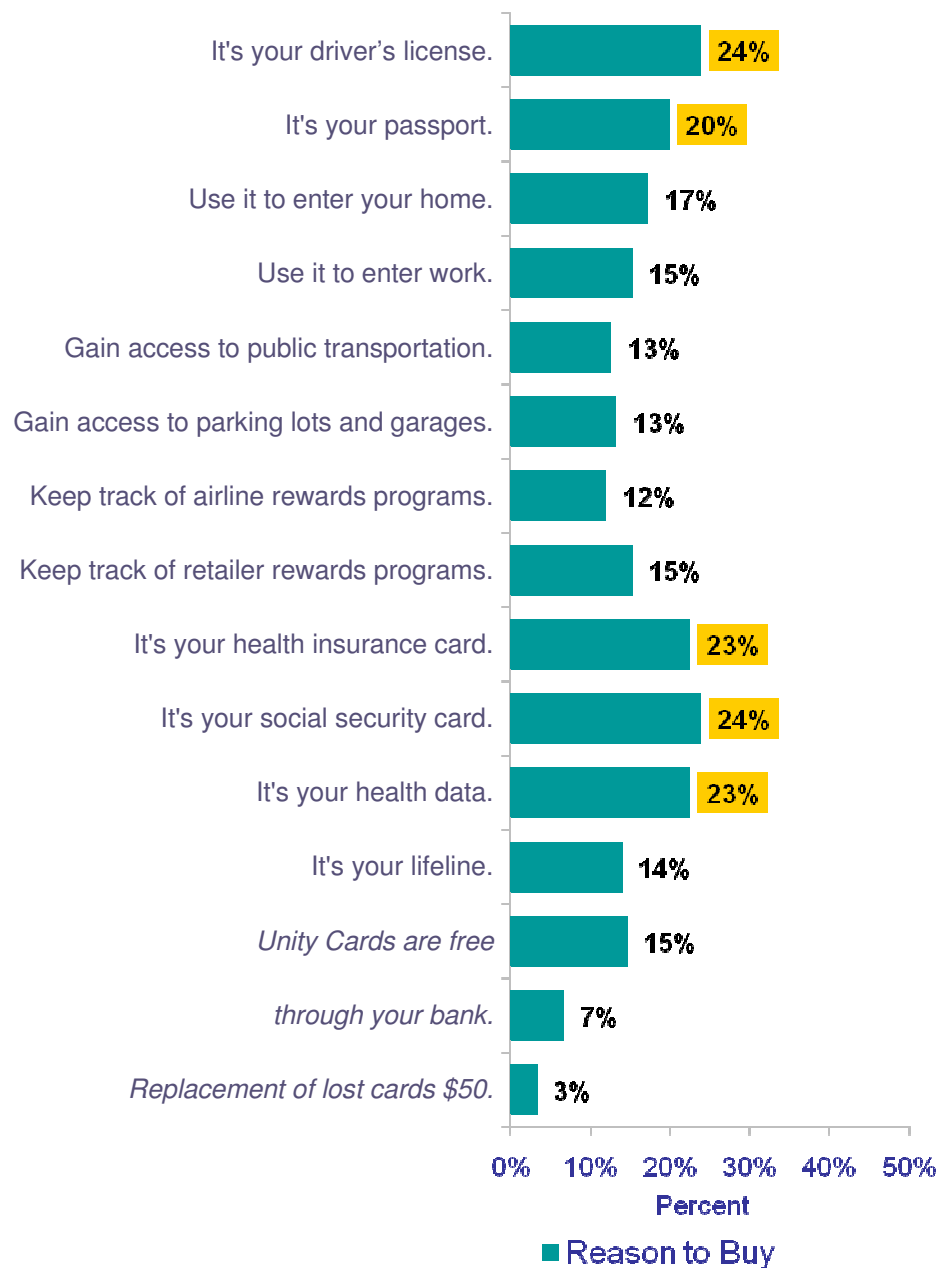


Critical Success Factors *Concept Highlighter (continued)*





Critical Success Factors Concept Highlighter (continued)





Methodology

Country ▪ USA

Dates of Fieldwork ▪ February 26, 2010 – March 5, 2010

Data Collection Method ▪ Online

Concept Specs ▪ JPEG
 ▪ 1 pg

Sample Size ▪ N=150

Sample Definition ▪ General population
 ▪ Internet access

Exposure Method ▪ Sequential monadic survey
 ▪ 3 concepts per respondent
 ▪ Test concept exposure rotated to avoid order bias

Length of Survey ▪ 15 minutes



Questionnaire Details

Key Measure Scorecard

Seek Information	<ul style="list-style-type: none"> Which statement best describes how likely you would be to seek more information about the product/service? Response on a 5-Point Scale – “Definitely Would” to “Definitely Would Not Buy
Purchase/Sign-Up Intent	<ul style="list-style-type: none"> Which statement best describes how you feel about buying/signing up for the product/service? Response on a 5-Point Scale – “Definitely Would” to “Definitely Would Not Buy
Liking	<ul style="list-style-type: none"> How much do you think you would like or dislike the product/service? Response on a 6-Point Scale – “Like Extremely Well” to “Not Like at All”
Price/Value	<ul style="list-style-type: none"> Considering the price, how do you feel about the value of the product/service? Response on a 5-Point Scale – “Very Good Value” to “Very Poor Value”
Uniqueness	<ul style="list-style-type: none"> How would you rate the product/service in terms of being new and different from other products currently available? Response on a 5-Point Scale – “Extremely New and Different” to “Not at All New and Different”
Need Fulfillment	<ul style="list-style-type: none"> How well would the product/service solve a problem or fulfill a need for you? Response on a 5-Point Scale – “Definitely Would” to “Definitely Would Not”
Believability	<ul style="list-style-type: none"> Which statement best describes how you feel about the believability of the statements made about the product/service? Response on a 4-Point Scale – “Very Believable” to “Not at All Believable”

Buzz Meter

Agree/Disagree (5 pt scale)	<ul style="list-style-type: none"> If I owned this product, I would want people to know I personally own it or use it I would email or tell friends and family about this I would recommend this to people I know I would search websites for consumer ratings, blogs, or more information about it This product will create a lot of excitement and will be talked about
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About Ipsos Vantis

Linking Market Research to Market Performance

Experience

Ipsos Vantis is a world leader in forecasting and optimizing new products and services before they are introduced in market. Over the past 20 years Vantis has conducted 20,000 new product concept studies, and built the world's largest database of new product survey scores in technology, durable goods, health, and services industries.

Forecasting validation is an absolute necessity for the success of our business among corporate clients and institutional investor clients. Ipsos Vantis tracks its forecasts vs. market launches and has observed a high degree of accuracy

- 80% of forecasts are within 20% of actual sales results
- Early stage concepts clearing the Vantis hurdles have a 70% success rate in-market

Philosophy

Forecasting validation is a necessity for our business in order to ensure the validity of the advice, but our attention is placed on delivering research that informs the right business decision. Every Ipsos Vantis study delivers results that depict business impact. Our unique point-of-difference in the market research community is the ability to translate survey data to business results. We report answers to business questions in terms that business partners can understand: Sales, Revenue, Probability of Success in Market.

Demand Express & the Vantis Philosophy

Demand Express serves several purposes.

- Evaluating new investment ideas
- Monitoring a new product or service's ongoing market acceptance and reach
- "Disaster checking" products/services that you have already forecasted
- Competitive intelligence on new products that you monitor

Demand Express is highly standardized, making it easy, fast, and affordable to test new product and service ideas. On the other, Demand Express is a succinct collection of powerful market-proven metrics that relate to the three major components of new product success: demand potential, key consumer targets, and critical success factors. While Demand Express stops short of a sales forecast, its deliverables hold true to the philosophy of translating survey scores to business impact. Demand Express will detail the opportunity for a new product or service, leaving little doubt as to the strength of the new product idea.