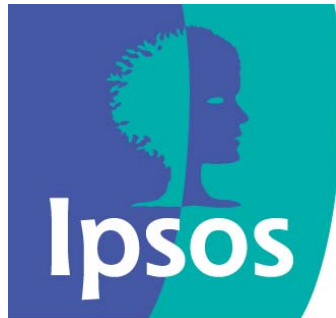


Profiling Innovation Across Technology, Services and Durables

Ipsos Vantis Introduces Syndicated “Vantis Files” Research Offering

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Ipsos is a leading global survey-based market research company, owned and managed by research professionals. Ipsos helps interpret, simulate, and anticipate the needs and responses of consumers, customers, and citizens around the world. Member companies assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media. They measure public opinion around the globe. Ipsos member companies offer expertise in advertising, customer loyalty, marketing, media, and public affairs research, as well as forecasting, modeling, and consulting. Ipsos has a full line of custom, syndicated, omnibus, panel, and online research products and services, guided by industry experts and bolstered by advanced analytics and methodologies. The company was founded in 1975 and has been publicly traded since 1999. In 2009, Ipsos generated global revenues of €943.7 million (\$1.31 billion U.S.).

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New York, NY, November 4, 2010 – Ipsos Vantis continues its commitment to delivering rich marketing perspectives and data-backed analysis through the launch of **Vantis Files**, the company’s first syndicated research offering that monitors competitive and newsworthy products and services across multiple industry sectors.

“By leveraging our 20 years of experience in custom idea, concept, and communications testing for leading global brands, we’ve invested in our own set of independent tests of new products and services to help clients monitor their competitive waters,” says Randy Giusto, Senior Vice President of Technology Research with Ipsos Vantis. “We’re cutting across some of the hottest sub-segments today to measure market and communications effectiveness, and measure the buzz around forthcoming or newly launched products and services.”

Vantis Files is a syndicated research offering of reports, insight, and strategic analysis based on products and services tested independently each quarter, utilizing Vantis Express, one of the industry’s most powerful concept and idea testing approaches. Clients can subscribe by sector- technology, services, or durable goods- at either an Associate or Premium membership level and receive a variety of reports with detailed testing results, and quarterly

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webinars addressing leading industry developments and analysis from Ipsos Vantis' top thought leaders.

"We're cutting across a broad range of areas per sector- from consumer electronics, mobile devices, telecom services, online and digital entertainment services, and enterprise offerings in technology, to online, mobile, and retail banking, financial services, insurance, and retail and hospitality services in our services coverage," adds Giusto. "Durable goods coverage includes health and beauty, clothing, housewares, automotive, household durables, and energy products and services. This insight helps marketers identify the attributes that make certain offerings breakthrough products or services as others become niche opportunities or struggle out of their gates."

Subscribers to Vantis Files gain access to deep insights, rich data, and knowledge into what makes offerings successful. Each test includes market success scores, key measurement scorecards, key market segment demographics, media and online habits, and the search behaviours of likely buyers, customers, and subscribers. Communications message testing includes messaging and buzz power scores, and reasons why people will buy, based on Ipsos Vantis' concept highlighter process.

"We've been providing in-depth custom concept and idea testing offerings to clients for over 20 years, along with detailed marketing, market segment, and price simulation models, so it is a natural for us to independently test some of today's most talked about emerging products and services and offer them in a syndicated offering," adds Jason Brown, President of Ipsos Vantis and Ipsos I&S North America. "The results of each independent test are



compared to our industry leading database of over 20,000 products and services we've tested, to fine tune resulting scores. Knowing why your competition's products and services are so highly sought after or dismissed is vital for making informed marketing decisions and strategic plans going forward."

Ipsos Vantis has tested many emerging offerings close to or shortly after launch including Apple's iPad, Microsoft's Xbox Kinect, the BlackBerry Curve 8530, Dell Streak and Nokia N900 smartphones, Hewlett-Packard's TouchSmart TM2 PC, Dish Network's TV Everywhere service, OpenTable, Amazon's Mobile Payments service, Target's REDcard and the Snuggie as part of our Vantis Files offering. We will be testing and profiling offerings such as Google TV, the Boxee Box, Nintendo's 3DS, Windows Phone 7 smartphones, and several financial services offerings in our next round.

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