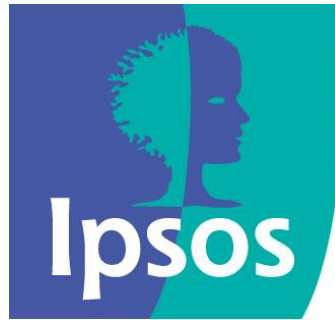


# Ipsos SMX Latest Product Release Enhances Video, Mobile Capabilities

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## Ipsos SMX Latest Product Release Enhances Video, Mobile Capabilities

**Culver City, CA** – Ipsos SMX's most recent product release continues to demonstrate their commitment to consumer engagement and intrinsic motivation. The release, SRPv13.2 (Socialized Research Platform), features significant enhancements to both their mobile and video capabilities, as well as analytics.

Specifically the release includes video discussion boards, allowing community members to post video rather than text responses, improving the user experience while allowing for clients to see their customers first-hand (see Fig. 1).

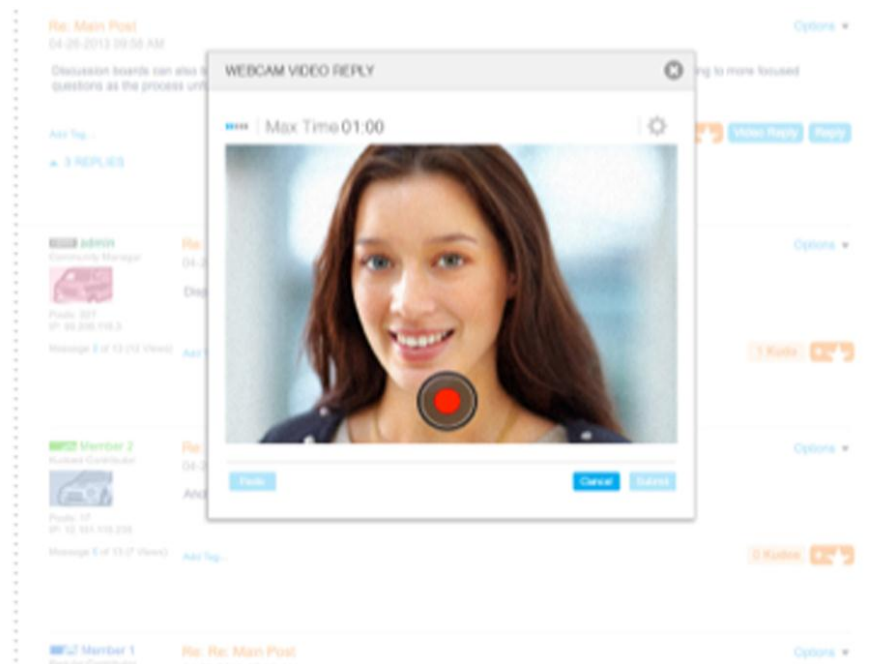


Fig 1. Video Discussion Board (Photo: Business Wire)



"In creating products for today's consumer, video and mobile must be at the forefront of development," says Amir Khosravi, head of product for Ipsos SMX. "These are two key areas driving consumer engagement and where our clients expect us to deliver an experience equal to, if not better than, what they can find commercially".

The release also includes a mobile shopper app, as well as advanced analytics supporting both their collage and markerboard products.

Ipsos SMX (Social Media eXchange) provides clients with research focused on social engagement and consumer interactions. The mission is to help clients inspire and accelerate business growth by putting the consumer voice at the heart of your organization. This is done by leveraging technology to bring data to life and engage people in immersive and exciting ways. Ipsos SMX leverages advanced analytics, new technology, and collaborative platforms to make data and market insights more accessible, more meaningful and more actionable for Ipsos clients across the globe. Learn more at [www.IpsosSMX.com](http://www.IpsosSMX.com)

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