



FocusVision Releases InterVu™ 2.0 for Webcam Enabled Online Qualitative Research

Enhancements include a new project management portal designed to streamline the process of respondent testing and webcam fulfillment while providing transparency into critical project milestones. A marking feature has also been added to allow users to time-stamp key moments of their research.

Stamford, CT, 1 June 2011 — FocusVision, the leading provider of webcam-enabled focus groups, today announced the release of InterVu 2.0, an upgrade to its industry-leading platform with a new project management portal and marking tool. Developed with the researcher in mind, InterVu 2.0 now gives researchers and agencies access to all of FocusVision’s standard capabilities including: marking, clipping, chat, archive, video-synchronized transcripts, and audio podcasts, as well as enabling FocusVision technicians to more effectively manage each InterVu project.

The ability to create marks during live projects, with FocusVision’s proprietary VideoMarker™ software, is a major differentiator for the company. “A survey of our InterVu clients indicates that marking is by far the most requested capability by research professionals,” said Eric Grosogeat, CEO at FocusVision. “With InterVu 2.0, our clients can now make live marks of the research to flag key moments and pivotal verbatims. Marking is a feature our clients use extensively on projects streamed from facilities and we are very excited to be able to offer our clients something no one else can.”

FocusVision’s project management portal allows the company to automate respondent webcam fulfillment and testing as well as provide real-time status into respondent progress. “The portal allows our support team to more effectively test and qualify respondents before their interview, saving time for all key stakeholders by alleviating any issues prior to the project.” said Michael Crane, Manager of Online Services at FocusVision.

FocusVision released the first enhancement to InterVu in late August of 2010, and has continued to innovate by bringing new research technologies to its corporate and agency clients. For more information about InterVu 2.0, contact FocusVision at info@focusvision.com.

About FocusVision: FocusVision is the leading global provider of live video transmission, analysis and archive solutions for the qualitative market research industry. With transmission solutions for all venues, including focus group facilities, in-homes and shop a-longs, and online video-enabled focus groups using web cams, FocusVision delivers the highest audio and video quality, reliability and security for the most advanced research organizations in the world. With a virtual backroom experience, FocusVision solutions increase key stakeholder participation, avoid the hassles and costs of travel and accelerate the review, analysis and reporting process. For more information about FocusVision visit www.focusvision.com.

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