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For Immediate Release

Dialsmith Raises the Bar for Dial Testing Research with Release of Perception Analyzer® 9.0 and 9.0 Media

Portland, Ore. (May 2, 2017) — Today, Dialsmith announced the release of two new versions of its signature Perception Analyzer (PA), in-person dial testing tool—PA 9.0 and PA 9.0 Media. For the first time, Dialsmith has released two distinct versions of Perception Analyzer. Both versions fully modernize the tool, offering compatibility with the latest operating systems and high-resolution displays. The Media version also adds new features, allowing for the production of moment-to-moment overlays to be made directly in the software and minimizing the need for additional, external equipment.

David Paull, Founder and CEO of Dialsmith commented, "Dial testing continues to be a valuable and relied-upon method for gathering real-time, continuous quantitative feedback in qualitative settings while minimizing the impact of recall bias and groupthink." Paull added, "This major upgrade makes the Perception Analyzer more flexible and easier to use. Additionally, many key reporting and display features that previously required complex, external equipment, can now be handled natively in the software, making set-up far simpler and streamlining the creation of high quality output and deliverables."

Dialsmith initially rolled out beta versions of PA 9.0 and 9.0 Media to a short list of customers over the last six months and reviews have been positive. Lee Loflin, Media Development Supervisor at masklansky + partners was in the beta group and commented, "The update to (Perception Analyzer) 9.0 has already been a really exciting and useful upgrade for our team. It's an easier, more streamlined experience, from the start of the project all the way through to the back-end analysis. With 9.0, there's less equipment to travel with, higher-resolution video, and a simpler and more straightforward set-up. On top of that, being able to export high-definition (HD) overlaid graphs directly from PA has been such a huge help to streamline our analysis."

The PA 9.0 and PA 9.0 Media systems can be purchased directly through Dialsmith. The portable system includes hardware and software components. New systems also come with support and optional training that can be purchased separately. Dialsmith also provides onsite consulting and technical services. For product and/or pricing information, contact Dialsmith at http://www.dialsmith.com/contact.

About the Perception Analyzer®

The Perception Analyzer has been the gold-standard audience response tool for capturing quantitative discrete and moment-to-moment feedback for the past 30 years. The dial-based system allows you to capture feedback and reactions to any form of test material including concepts and messages, storyboards and advertising, television personalities and programming, political speeches and debates, and more. Researchers benefit from understanding respondents' opinions and changing perceptions in the moment, helping eliminate bias and groupthink. Researchers can view results in real-time enabling deeper and more focused qualitative, follow up discussions.

About Dialsmith

Dialsmith is a Portland, Oregon-based, technology company that develops products and services for research, audience engagement and live event polling. Pioneers in the development of audience response tools for capturing and displaying continuous and in-the-moment feedback, Dialsmith is the worldwide marketer, seller and service provider for Perception Analyzer, Perception Analyzer Online, Slidermetrix and ISX Scoring. Featured on CNN, FOX News, 60 Minutes, Food Network, X Games and more, Dialsmith's Perception Analyzer tools are the gold standard for dial testing focus groups, public opinion studies, academic research, mock juries and more. To learn more, visit www.dialsmith.com.

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