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**For Immediate Release**

## **Dialsmith Announces ‘Dialed In’ Affiliate Program for Focus Group Facilities**

***‘Dialed In’ Affiliate Program welcomes 25 flagship focus group facilities in research hotbeds across the Americas and Europe.***

Portland, Ore (March 26<sup>th</sup>)—Dialsmith, worldwide developer, marketer and seller of the Perception Analyzer® audience response tools, has launched a new worldwide affiliate program aimed at making it easy for research clients to locate and work with facilities that are best suited to serve clients who want to use Dialsmith’s Perception Analyzer tools.

The flagship members represent top-notch research facilities across the Americas and Europe and include: Adler Weiner, Estudio Silvia Roca, Fieldwork, INGATHER, i-view London, PVR Research, Shugoll Research, and watchLAB. New members continue to be added to the program. For the most current list of member facilities by city, go to: <http://dialsmith.com/services/affiliate-facilities.html>.

Through the ‘Dialed In’ program, affiliates gain exposure to Dialsmith research clients as well as the ability to broaden and differentiate their service offerings to their own clients and prospective clients. Affiliates also have access to resources to ensure optimal set up and use of the Perception Analyzer tools.

“Being a Dialsmith Affiliate Facility is consistent with i-view London’s commitment to being a best-in-class viewing facility,” said Bob Qureshi, Founding Partner, i-view London. “As an Affiliate, clients are assured that our facility is capable of delivering the highest level of service and support for focus groups using the Perception Analyzer dials.”

The Affiliate Program represents further expansion of Dialsmith’s Research Services, which offers clients one-stop shopping in all areas of research and field services, including recruiting, research consulting and facility management.

David Paull, CEO of Dialsmith added, "Through our Research Services group, we’re able to provide our clients with a range of services to round out and compliment the dial testing services we offer. We have strong relationships with a diverse network of partners and suppliers that we can tap into in order to handpick the best fit for what each client needs."

### **About the Perception Analyzer®**

The Perception Analyzer has been the gold-standard audience response tool for capturing quantitative discreet and Moment-to-Moment feedback for more than 25 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 scoring. We are pioneers in the development of tools for capturing and displaying continuous and moment-to-moment feedback and are the worldwide marketers, sellers and service providers for Perception Analyzer, Perception Analyzer Online, ISX Scoring and Slidermetrix. Featured on CNN, FOX News, Food Network, ESPN X Games, The New York Times and more, Dialsmith's Perception Analyzer tools are the gold standard for dial-based focus group testing, public opinion polling and audience engagement. To learn more, visit [www.dialsmith.com](http://www.dialsmith.com).

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