

PEOPLEMETER

FACT SHEET

Track moment-by-moment audience reactions during presentations, speeches and debates.

IML's PeopleMeter opinion polling software records moment-by-moment opinion changes during debates, speeches, product launches, demonstrations and focus groups.

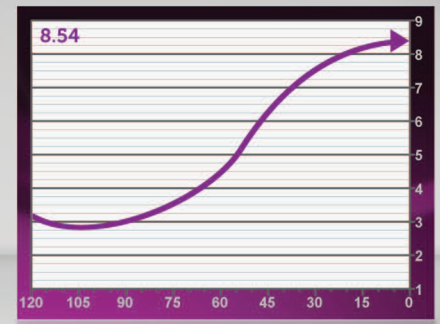
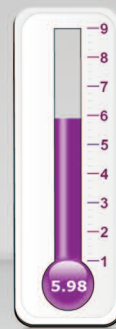
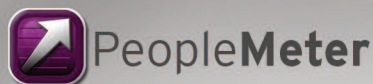
Using IML Communicator keypads, audience members simply input their approval rating on a given scale throughout the presentations.

The on-screen graphics are immediately updated illustrating the shift in opinions based on the keypad responses.

Whether your audience is 5 or 5,000, PeopleMeter is scalable to your meeting size and criteria.

From conferences and product launches to market research and training, PeopleMeter can help you:

- Track opinions moment-by-moment
- Pin-point opinion shifts
- Gauge reactions to presentations and debates
- Gain valuable market research
- Measure voting trends
- Evaluate the appeal of new products



IML
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All three on-screen display types can be fully customized to track the moment-by-moment polling.



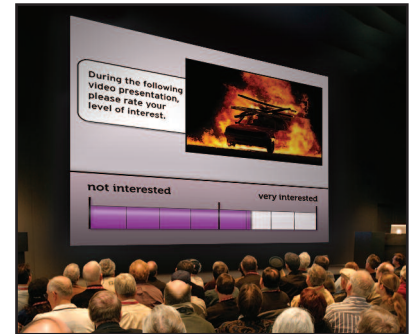
Judge a Presentation, Demonstration or Topic

Gauge the effectiveness of your next mock trial, political debate or seminar by using PeopleMeter to track changing audience opinions and obtain valuable feedback in real time.



Judge a Competition or Entertain the Crowd

Try using PeopleMeter to enliven the crowd with one of IML's exciting team building events or by judging contestants in a live television game show. Results are recorded as the action happens.



Rate a Film, Product or Advertisement

Evaluate movie trailers, products and commercials in real time. PeopleMeter gives focus group participants the anonymity necessary to achieve honest and accurate feedback.

PEOPLEMETER IN USE

Ipsos MORI and the BBC used the PeopleMeter Gauge to gather the shifting opinions of floating voters during both Gordon Brown and David Cameron's speeches at the recent political party conferences.

The PeopleMeter software allowed the panel to register their approval or disapproval for what Gordon Brown and David Cameron were saying using IML's Communicator keypads.



CLIENT TESTIMONIAL

"IML helped us to run live dial groups during Cameron's and Brown's speeches at the 2008 Conservative and Labour Party conferences. The team was very flexible and adaptable, and worked hard to meet and deliver on our needs. The technology was a real success, and the findings were reported on BBC News and published on the BBC website. I was hugely impressed with the responsiveness of the IML team, and how smoothly they worked with us and the client team to ensure the project was a success."

"When we're working with IML on an event, the voting technology is the one thing I don't worry about!"

- Julia Clark, Head of Political Research, Ipsos MORI Social Research Institute