



PRESS RELEASE

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Be Even More Certain about Your Decisions with Dynamic Survey 3.1, Invoke Solutions' Real-Time Online Research Platform

Easy Access to Information Immediately After the Session and Real-Time Control and Flexibility during the Research Session Highlight Dynamic Survey 3.1

TENAFLY, NJ—June 15, 2004—Invoke Solutions™, a leading innovator of online, collaborative market research solutions, today announced the release of Dynamic Survey 3.1. Dynamic Survey enables users to harness the power of the Internet to generate immediate insight to new products and concept ideas through a live interactive dialogue with 100 or more respondents. Each session combines the rich opinion and adaptive questioning of a focus group with the large sample and quantitative questioning of a survey. This latest release of Invoke's unique real-time, interactive research platform provides immediate access to session-generated information through improved reporting features and allows even greater moderator control over the sessions.

With Dynamic Survey 3.1, the session researcher can now make better decisions by using new reporting tools that speed the post-session analytical process. Unlike previous iterations, Dynamic Survey 3.1 now provides an Excel summary report right after the session for immediate analysis of the study. This significantly accelerates the production of final top line reports. Dynamic Survey 3.1 also allows immediate online access to all session data on the Post-Session Dashboard. The Dashboard is in a highly accessible and easy-to-read format, and it enables researchers to continue to view, manipulate and filter responses and analyze any material that might have been missed the first time around. Access to this material is available for up to 30 days after the original session.

Dynamic Survey 3.1 also provides much more moderator control over every detail of the session to ensure that they are getting the feedback they need in real-time to make more informed decisions faster.

"We expect the improvements in system management and the immediate access to critical information, along with the service, support and performance built into Dynamic Survey 3.1 will make it a vital asset to knowledge workers," said Corey Torrence, CEO

of Invoke Solutions. "Dynamic Survey 3.1 is a breakthrough research platform that enables researchers, product developers and brand managers to make better, more informed, more immediate decisions by leveraging the community relationships and real-time assets of the Internet. We are committed to continually and aggressively improving the Dynamic Survey platform in order to bring the power of Dynamic Survey to audiences and users everywhere in the world."

With Dynamic Survey 3.1, Invoke continues to enhance its robust capabilities in the real-time research arena. Key enhancements to Dynamic Survey 3.1 include:

- **Post-Session Dashboard:** The Dynamic Survey Dashboard is now available in a post-session environment. This allows researchers to take a more in-depth look at data, either immediately or up to 30 days after a session. The Dashboard retains all the analytic capabilities that were available in the session offline.
- **More Robust Reporting:** Additional reports are being added in this release to further streamline the ability to get to actionable insight. In addition to the enhanced ASCII data files, an Excel workbook will be produced. The focus of this workbook is to provide session table format of all data in the project. This will be used to meet the client needs of provide a "morning after" summary to the customer and will allow researchers to see all the relevant project level data immediately after the last session ends.
- **In-Session Support For Moderators:** Dynamic Survey 3.1 features increased levels of support for technical moderators with a new suite of tools that provides accurate up-to-the-minute information- on stimuli, question timing, respondents and observers. These new tools allow moderators the ability to better control and manage the flow of the session.
- **Keyword Coding can be Modified within an Actual Session:** This powerful feature was first introduced in release 3.0 and is being enhanced in this release. With 3.1 clients can now upload their keyword code frame directly into Dynamic Survey – for use during the session.

Pricing and Availability

For details on Dynamic Survey 3.1 pricing and availability, please see http://www.invoke.com/solutions_survey.html.

About Invoke Solutions™

Invoke Solutions, founded in 1999, is a key player in the knowledge & insight industry, driving transformation from traditional research methods to real-time, very rich, online solutions. Unlike existing marketing research technologies that are based on chat rooms, bulletin boards or asynchronous surveys, with Invoke Solutions, both qualitative and quantitative market research studies can be combined in one, online, real-time session. This enables faster, more confident decisions – especially when a lot is riding on the decision.

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