



PRESS RELEASE

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Invoke Solutions Outlines Vision for Enabling Consumer Research Anytime, Anywhere

Research via cellphones to tap mobile consumers at the point of experience

WALTHAM, Mass.—July 25, 2006—Invoke Solutions, the leading innovator of real-time, interactive research technologies, today announced its strategy to deliver consumer research via mobile devices.

Invoke's interactive research technology has already created a new generation of online research – propelling research from static surveys and online focus groups into live interactive research sessions where marketers connect with large groups of consumers for rich insight and fast decision-making. The company now plans to deliver the next quantum leap for the researching world: mobile research.

Invoke is currently expanding its patented research technology platform to allow marketers to tap their customers for feedback at the most timely moment via cellphones. A new product called Invoke Ping will transform consumer research by allowing companies to target a wide population of cellphone users on-demand and collect feedback from them right at the point of experience.

“From music and photos to emails and Web-browsing, technology and lifestyles are converging around the mobile phone,” says Ben Cesare, President and CEO of Invoke Solutions. “At Invoke, we intend to also turn the cellphone into a powerful research tool that will allow companies to gather feedback from consumers anytime, anywhere. Mobile research capabilities will allow marketers to connect with their customers at the most timely moment – such as while they are in their store, experiencing their product or watching their ad – providing an added dimension of insight not possible today.”

Invoke is currently following a parallel track of alliances with research partners, technology partners, and end clients to bring this concept to fruition this year. The Invoke Ping product will enable a host of targeted research solutions. The first such solution will help retailers connect with customers while they are in their stores and gain rich, timely insight into their shopping experience.

“Connecting with the mobile world to enable point-of-experience research is a logical extension of our existing technology infrastructure,” says Alon Ravid, CTO, Invoke Solutions. “The Invoke platform is already at the leading edge of research technology

and the addition of mobile research capabilities will further strengthen our position as technology innovators. And, as standards, such as .mobi, evolve to support a more interactive, standards-based mobile web experience, we will continue to develop an ever richer mobile research capability.”

Invoke’s existing research platform, with its robust architecture, powerful analytics engine and portal-based access for researchers, will allow data collected via cellphones to be reported and analyzed in real time so that users can respond instantly to emerging insights. The Invoke technology is patented in Australia, Singapore, and Mexico and is patent pending in the US, Canada and Europe.

About Invoke Solutions

Invoke Solutions is the leading innovator of real-time researching technologies that help businesses gain instant insight into the opinions, views, and dynamics of their customers, employees, and other constituents. This insight allows Invoke clients to make fast, confident decisions to reduce risk, drive innovation, and gain a competitive advantage.

Unlike traditional, costly, and decades old research methodologies, Invoke offers live Internet sessions with large, targeted audiences to give businesses robust, trustworthy results with the depth of insight needed to drive real understanding.

Already used by many Fortune 1000 companies, the Invoke researching platform is enabling faster, smarter decisions throughout the marketing innovation lifecycle. From brand exploratory research to final communications testing and product concept tests to in-home use studies, Invoke delivers the insight needed to move forward with confidence.

For more information about Invoke Solutions, visit www.invoke.com.