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## **For Immediate Release**

# **Dialsmith and Industry Icons Pay Tribute to Thirty Years of Perception Analyzer**

*From helping U.S Presidents get elected to helping decide what we watch and listen to every day, Dialsmith's audience response technology has made its mark on market research for the past three decades.*

Portland, Ore (November 5, 2014)—In 1984, Apple released the Macintosh Computer, the movie “Spinal Tap” hit theaters and *Transformers* became the hottest toy on the market. Also that year, a DOS-based system using a hardwired dial with a standard rheostat interface was introduced as a way of collecting the in-the-moment opinions and feedback of focus group respondents.

Since its introduction 30 years ago, the Perception Analyzer<sup>®</sup> has made its mark on the market research industry by revealing thousands of stories about products, messages, TV and radio programming, advertisements, presentations, political campaigns, legal arguments and more.

Iconic figures such as [Frank Luntz](#), Founder and President, Luntz Global and [Stan Greenberg](#), Chairman and CEO of Greenberg Quinlan Rosner and Co-Founder of Democracy Corps actively use the Perception Analyzer, paying accolades to the difference it has made in their businesses.

Luntz notes, “The Perception Analyzer changed the quality of my product, my business and frankly, my life. It gave me the unprecedented ability to take apart and put back together (far improved) just about very verbal and visual form of communication. I can't imagine effective market research without it.”

According to Greenberg, “The Perception Analyzer has proven to be one of our most useful polling tools as it has the unique ability to get us into the heads of voters and capture their initial, visceral response to a political message or how that message is being delivered. Over the past 30 years, it's played an integral role in electing presidents and other political figures and has helped implement key national policies on everything from climate change to the state of the middle class.”



*Aboard Air Force One, President Obama watches the Perception Analyzer data lines from CNN's coverage of the Vice Presidential Debate. [Image courtesy of The White House]*

Some interesting facts about the Perception Analyzer:

In political research and public opinion polling, the Perception Analyzer has been a key contributor to helping elect every U.S. President since Ronald Reagan.

Broadcast news networks such as CNN and Fox News use the technology to “score” the performances of politicians as part of their coverage of major political events, including the Presidential Debates and the State of the Union Addresses.

In the mid-90’s, the technology was even used by then Russian President Boris Yeltsin to help turn his re-election campaign around as profiled in the movie, [“Spinning Boris.”](#)

In media and entertainment research, the Perception Analyzer has been used to test everything from television pilots, to radio programming to Broadway musicals.

Through the years, advertisers have used the Perception Analyzer to test everything from early stage concepts and messaging to final produced spots. For more than a decade, the majority of Super Bowl commercials and almost all of the best performing commercials as rated by USA Today’s Ad Meter, have been tested using the Perception Analyzer.

The Perception Analyzer is widely applied in litigation consulting and has been used with mock trials in preparation for some of the highest profile civil trials over the past decade.

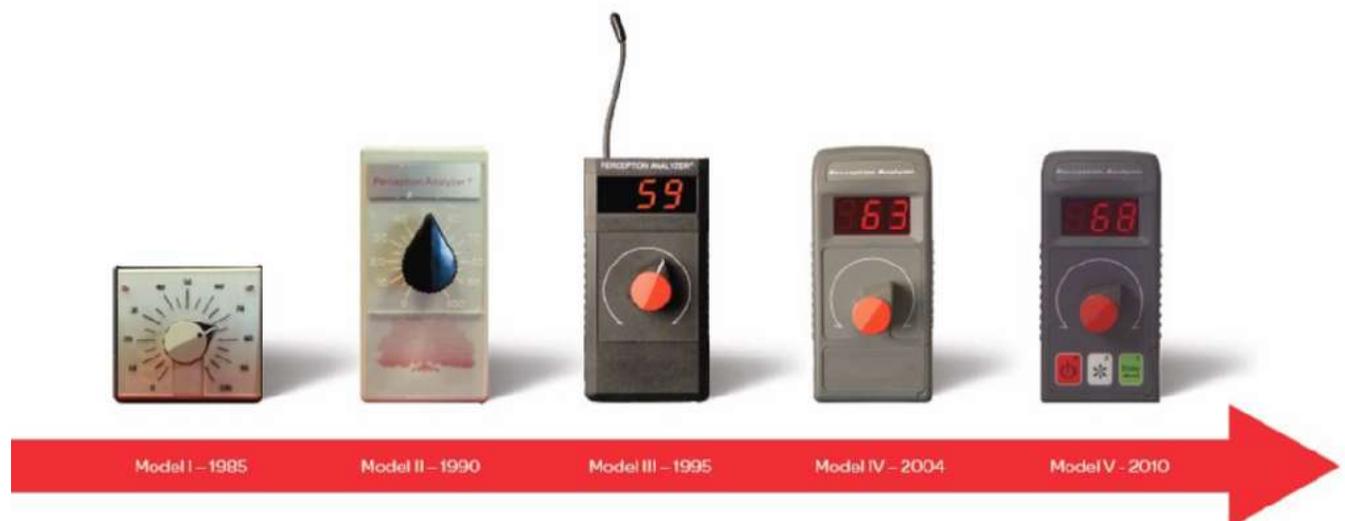
The Perception Analyzer has been adapted for live event and sports scoring. The custom scoring and stats system, called ISX Scoring, is used by Street League Skateboarding, X Games and others.

More recently, Reality TV shows such as “Celebrity Apprentice,” “Food Network Star” and VH1’s “Tough Love” have used the Perception Analyzer to determine winning teams and competitors and entertain their audiences.

In addition to Luntz and Greenberg, some notable names in entertainment and media, had this to say about the impact the Perception Analyzer has made on their respective industries:

[Alton Brown](#), Celebrity Chef, Best-Selling Author and TV Host adds, “When it comes to taking the pulse of a live television audience, there’s simply nothing like Dialsmith’s Perception Analyzer. Not only does it generate tons of great data, it’s actually a lot of fun to use.”

[Rob Dyrdek](#), Pro Skateboarder, TV Producer and Founder of Street League Skateboarding comments, “Without the Perception Analyzer, there would be no ISX Scoring and no Street League Skateboarding. It’s the technological cornerstone driving the real-time scoring and stats that enables Street League’s ‘buzzer beater’ experience, making it like no other competition in the world.”



### **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 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 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 Slidemetrix. 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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