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For Immediate Release

Dialsmith Opens European Office to Support Growing Demand for Dial-based Research and Instant Scoring

Developer of the Perception Analyzer[®] expands operations to support growing global client base

Portland, Oregon, USA—US-based Dialsmith LLC, developer of the market-leading Perception Analyzer[®], Perception Analyzer Online[®], Slidermetrix[®], and ISX – Instant Scoring eXperience[™] has opened a European office in partnership with Qureshi Market Research, Ltd. (QMR).

The London-based office is strategically located to serve both the core business of dial-based research as well as customers in media, sports, entertainment, and corporate meetings and events. Bob Qureshi, Managing Director of Qureshi Market Research said, “Partnership with Dialsmith is a perfect synergy of the values and mission we have as a business in helping clients understand their customers better. The Dialsmith suite of products and services delve deeper into customer views and opinions to really define and tease out the issues that really matter.”

“Global demand for dial-based qualitative research and instant scoring has increased significantly and this move makes us more agile to cost-effectively deliver technologies and services around the globe,” said David Paull, Founder and CEO of Dialsmith. “To further support this venture, we are putting in place numerous product enhancements for our global client base,” added Paull.

The Perception Analyzer and ISX hardware is CE certified for operation in the EU and the forthcoming software upgrade supports more advanced research methodologies being leveraged by cutting-edge researchers around the world. And, with Perception Analyzer Online and Slidermetrix, Dialsmith’s moment-to-moment rating method can be taken online in surveys and for video rating and feedback directly on websites.

About Dialsmith

Dialsmith is a technology and consulting company that develops products and services for research, audience engagement, and scoring.

As pioneers in instant and continuous moment-to-moment feedback, Dialsmith develops and markets such products as the Perception Analyzer[®], Perception Analyzer[®] Online, Slidermetrix[™] and ISX – Instant Scoring eXperience[™].

Whether for focus groups, online surveys, corporate meetings, or sporting events, Dialsmith has tools and expertise to help learn what people really think, make critical business decisions, and give your audience the best possible experience.

Learn more at www.dialsmith.com, www.slidermetrix.com, and www.ISXscoring.com.

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