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For Immediate Release

Dialsmith Adds Greg Treat to Bolster In-The-Field Perception Analyzer Consulting Team

Portland, Ore (January 12, 2015)—Today, Dialsmith announced the hiring of Greg Treat as a project consultant on its Perception Analyzer research consulting team. Greg's role will be to help Dialsmith clients plan and execute on-site Perception Analyzer dial testing projects.

Greg brings to Dialsmith more than 10 years of project management, audio visual integration and client services, most recently serving as an account manager and co-producer for Funnelbox and Flixio Studios.

David Paull, Founder and CEO of Dialsmith, added, "We're excited to have Greg on board. His outstanding track record of providing top-notch service and support, and his technical acumen and video production experience will prove invaluable to our clients in the field."

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.

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