

Opinionmeter Selects Elo Touchcomputers to Capture Real-Time In-Store Customer Feedback

San Leandro, CA / November 28, 2008 – Opinionmeter International, developer of the award winning customer satisfaction feedback system, has announced the selection of Elo Touchcomputers in assisting them with capturing real-time in-store customer feedback. The company's devices use Elo TouchSystems touchcomputers and touchmonitors to deliver state-of-the-art electronic [customer satisfaction feedback surveys](#).

Opinionmeter International Ltd. is transforming traditional market research methods with interactive, low cost, web-enabled survey devices, called Opinionmeters, that capture customer satisfaction feedback at the "point-of-experience." By better understanding customers' experiences, companies everywhere can improve customer satisfaction and loyalty. Traditional methods for collecting this data have included using interviews, focus groups, paper-based surveys and mystery shoppers, all of which can be cost prohibitive for companies and time intensive for customers.

"We get the pulse of the customer before they leave the store, the clinic or the museum," explains Morgan Strickland, CEO of Opinionmeter International. "Our solution delivers fresh, real-time feedback to organizations, allowing them to improve their customers' experiences, sometimes immediately. We are thrilled to be working with Elo Touchcomputers on improving the product experience for our customers."

Elo TouchSystems touchcomputers and touchmonitors have the flexibility to be mounted in numerous ways, and now constitute all of Opinionmeter's tabletop, wall-mounted and kiosk solutions. Many currently use IntelliTouch surface wave technology, although Opinionmeter is migrating to Acoustic Pulse Recognition (APR) technology to take advantage of its ability to detect stylus or finger touches.

Opinionmeter's SurveyManager application allows customers to easily and quickly develop surveys, and remotely monitor and manage all related activity. The application provides timely access to actionable data, reduces staff time and error, and enables the creation of dynamic electronic [customer satisfaction feedback surveys](#), alerts and customized reports.

"What I value most is Elo TouchSystems' rock-solid products," said Strickland. "They're intuitive, durable and reliable. Elo is a great fit for our business model because it is a watertight solution. We haven't had a single touchmonitor or touch technology issue. That frees us to focus on our core competency, which is delivering great customer feedback technology tools."

The devices have many practical features including ports that are hidden from public view, adjustable-height stands and lockable controls to prevent unit tampering—and their off-the-shelf capability. When the systems are not in use, digital signage, including multimedia presentations, are often displayed to catch the public's eye and to provide an additional marketing venue.

"Customers can take the Elo TouchSystems product out of the box, plug it in and see the Opinionmeter survey pop up on the screen, it's that easy. Customers can generate dynamic surveys enhanced with multimedia and can handle skip patterns in survey responses," says Strickland. All of that is transparently and beautifully displayed through the Elo TouchSystems touchscreens. In addition, survey respondents who have never seen the device intuitively understand how to use it."

Opinionmeter's solutions are used in various industries, including healthcare, financial services, the public sector and higher education. They have licensees and equipment in use in countries throughout the world. More information, an online SurveyManager demo and a Flash Tour are available at www.opinionmeter.com

About Opinionmeter

Opinionmeter International is a leading provider of technology-based customer satisfaction market research tools. With a range of interactive survey devices Opinionmeter enables its clients to capture real-time 'voice of the customer' satisfaction feedback at the point-of-experience (the moment the customer experiences the product or service). Built on the Windows platform, Opinionmeter can deploy its system onto a wide range of devices (including handheld, tablet and survey kiosk devices), providing maximum flexibility and device independence. More information, including an online SurveyManager web-demo and Guided Product Tour are available at www.opinionmeter.com

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About Tyco Electronics

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