

FOR IMMEDIATE RELEASE:

Opinionmeter Introduces Multimedia Surveys and Digital Signage with its latest Touch Screen Survey Kiosks

San Leandro, California, September 10, 2008 Opinionmeter International, developer of the award winning customer satisfaction feedback system, has released a major upgrade to their web-based [SurveyManager](#) application, enabling customers to include multimedia content within their survey's questions and responses. The SurveyManager remotely manages a wide-range of web-enabled touch screen survey devices, providing real-time point-of-experience [customer feedback](#).

This enhancement provides clients the option of including video, sound and image content within their survey questionnaire. Additionally, clients can run multimedia presentations and digital signage on their touch screen Opinionmeters during idle time between surveys.

This multimedia enhancement is available with most [TouchPoint Opinionmeters](#), including the TouchPoint kiosk, Tablet and Handheld models.

Opinionmeter's touch screen survey devices collect real-time point-of-experience survey data, and transmit that data across the Internet to its web-based reporting tool known as the SurveyManager. The SurveyManager automates the entire real-time survey process -formulating the questions, deploying the survey, aggregating the data, and reporting analyzed results.

The Opinionmeter System gathers large amounts of [customer feedback](#) instantly from the point-of-experience, analyzes it, and transforms that data into information it delivers to any authorized person anywhere in the world for meaningful actions. The system is quickly implemented, easy, convenient, and economical to use. The result is immediate, providing spontaneous data that is not aged or dated -- it is ripe

for meaningful business action, or for timely response to a just occurring negative action, such as poor service.

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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