

Have You Heard

what Sensory professionals are saying about **ARCS**® Sensory Research Tools?

"Since we started using **ARCS**, we have vastly improved efficiency in recruiting panelists and improved our show rates... this has been an excellent company to work with."

"**ARCS** still excites us in terms of its potential. We...are constantly amazed at what other companies are doing with the system to meet their research needs. It's hard to believe we ever functioned without it."

"Over time, **ARCS** has paid for itself. It has lowered financial costs, saved us from hiring recruiters and helped us develop our client base. **ARCS** is innovative technology at its very best."

"**ARCS** offers the best IVR system to supply marketing researchers with the technology they need today."

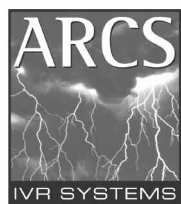
"The **ARCS** system is an integral and effective part of our efforts to integrate IVR and Internet interviews in real time. We have found programming to be easy to learn and support to be outstanding when we need it."

Here's More on **ARCS**® Sensory Research Tools

Since 1991, Sensory professionals have been using **ARCS** Sensory Research tools for central location tests, home-use tests, focus groups and other types of Sensory testing.

The new 5.0 version of **ARCS** features complete panel management/scheduling/recruiting functionality, simultaneous inbound/outbound IVR (telephone) options, concurrent Web/IVR capabilities, multiple study support, built-in reports and new features to optimize your testing.

To hear more about **ARCS** Sensory Research tools, call or visit:



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