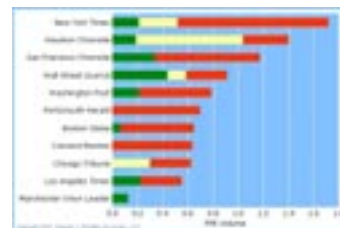




QIA™ ON-LINE Media Monitoring & Analysis

The user defined, affordable media analysis system that delivers clear data and crisp charts to your desktop 24/7.

- A new, on-line version of a highly successful, proven media monitoring & analysis system;
- Completely flexible, highly adaptable user defined system – you control all analysis criteria;
- Equally effective and affordable for large on-going assessments or small short-term projects;
- Scalable for any local, regional or national media analysis, or any combination;
- Precise measurement of messages, topics, voices, reputation factors – any criteria important to you;
- Highly intuitive, web-based research system that combines your knowledge with QIA's™ powerful analysis engine;
- Comprehensive diagnostic tools that enable you to assess the effectiveness of your strategies and campaigns;
- "Click & Copy" all charts into other applications for fast report generation;
- "Copy & Paste" found data sets into spreadsheets when further customized analysis is needed;
- Secure, accessible information available 24/7 through the web browser closest to you – multiple seats available to accommodate your team and/or clients;
- Flexible monthly billing based on the actual number of news clips analyzed and the depth of analysis.



For a personalized demonstration, or for more information:

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Intelligent systems.
Practical results.*



QIA™ ON-LINE

Media Monitoring & Analysis

Media research & management
at the speed of your mouse!



QIA's™ highly intuitive, web-based research system enables you to manage your communications on three critical levels:

- **Tactical media content analysis and message management** – QIA™ identifies, measures and analyzes key media impressions so you understand how opinion is being formed while it's being formed. QIA™ enables you to manage the constantly changing world of public media through precise, proactive strategies, even in crisis communications environments;
- **Strategic communications management** – QIA™ provides real time measurement and assessment of key knowledge levels, attitudes and behaviors of key external audiences to give you constant feedback on the effectiveness of your strategic communications efforts. QIA™ can also integrate with your quantitative research efforts to ensure all measurement indices are coordinated, enabling you to predict where opinions are headed, and then manage towards preferred audience goals and objectives;
- **Corporate Reputation and Brand Assessment** – Perhaps no other dimension of an organization is being scrutinized today than its reputation. QIA™ provides you with real time assessment of the values and attributes the marketplace is ascribing to your organization and its efforts, enabling you to effectively adjust and focus your reputation management and brand building strategies.

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Partial List of Current & Former QIA™ Clients

Anthem Blue Cross & Blue Shield
Connecticut Department of Public Utility Control
High Point Communications Group, Inc.
Maryland Public Service Commission
Milliman USA
New Mexico Department of Public Health
NH Department of Education
NH Department of Health & Human Resources
NH Forum on Higher Education
NH Public Utilities Commission
Northeast Utilities
Public Service of New Hampshire
Southern California Edison
Texas Public Utility Commission

References available upon request.

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