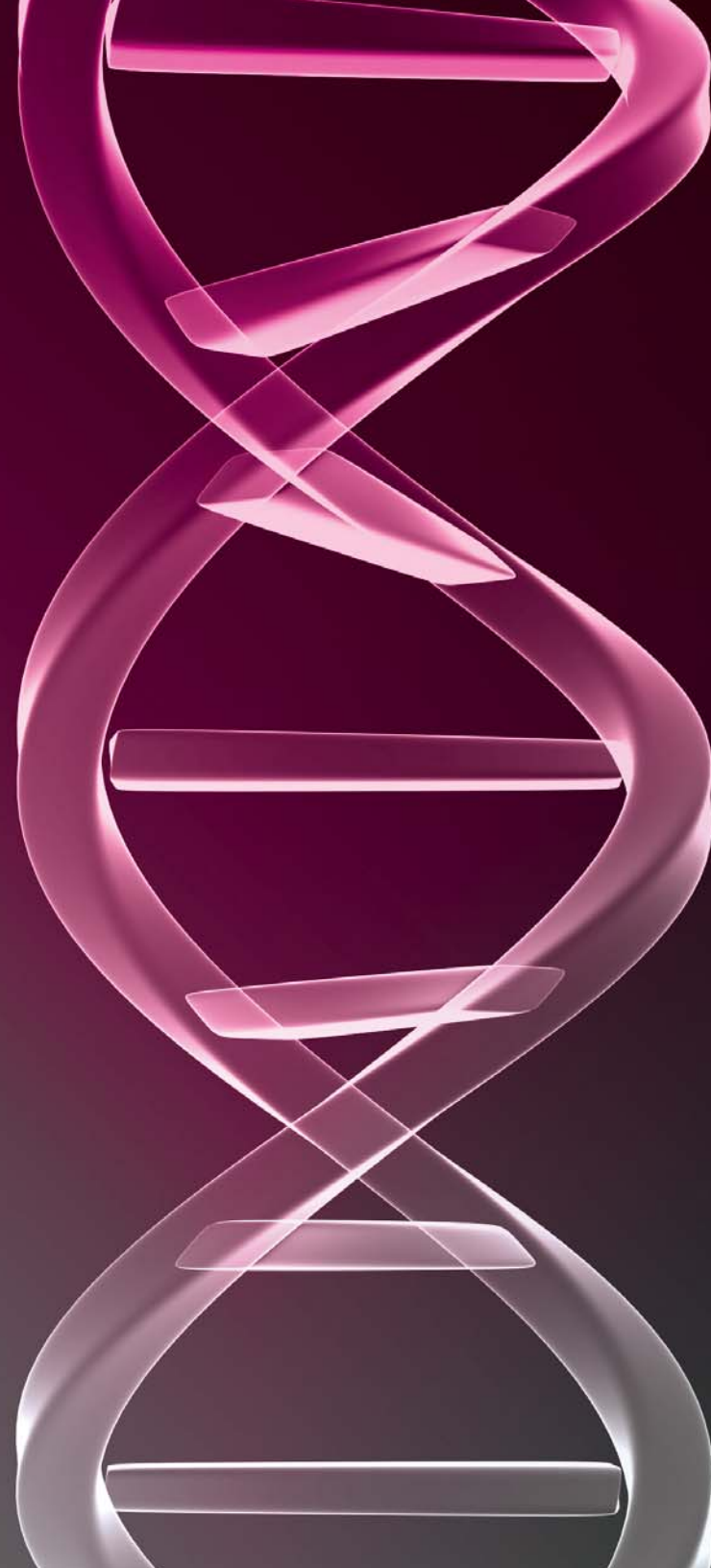


ivisit

tns™ canadian facts



ivisit

ivisit is an engaging new twist on in-store shopping research. An evolution of TNS global R&D in simulated shopping and consumer interface, ivisit allows your target consumers to navigate an extended shelf display, searching for pre-identified products, or browsing for any products of interest. Simple point-and-click technology allows them to select products, review the product and price in detail, access and read back panels, and, ultimately, purchase.

ivisit is fully immersive and interactive, with photo realistic images of your brand, working alongside competitive brands, all available for detailed inspection and purchase.

A virtual 3D store environment with the potential for up to 250 product facings, ivisit will put competitive package and brand insights on your desk in days, at a fraction of the cost of traditional in-store testing.

