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20|20 RESEARCH TAKES LEAP FORWARD WITH QUALMEETING 2.0

Newest version of online research tool offers number of upgrades and improvements

NASHVILLE, Tenn. (September 9, 2013) -- [20|20 Research](#) today launched the next generation of its highly popular QualMeeting real-time webcam interviewing software, adding a number of enhancements to further increase the speed and effectiveness of global interviewing for qualitative researchers.

Aptly named [QualMeeting 2.0](#), the internet-based video interviewing service now mimics the in-person qualitative experience closer than ever.

"Client feedback and collaboration have been invaluable in helping us build the next generation of QualMeeting," said [Jim Bryson, CEO and founder](#), 20|20 Research. "With this product, we've redefined the webcam interviewing process with the most reliable real-time video platform in the industry today. The advanced interviewing tool sets, coupled with customizable project management, makes the entire process a breeze for researchers and clients."

Some of the new advantages of [QualMeeting 2.0](#) include a virtual lobby for participants, new interviewing tools such as drag-and-drop card sorting, polling questions and storyboarding, and expanded technical support. Additionally, a dedicated teleconference line for clients ensures a 'behind-the-glass' experience.

Two components that radically shorten the review process include a real-time integrated speech-to-text engine that facilitates a quick search through hours of recorded

Helping you do better research.

conversation and a unique “autoskip” tool that isolates a single participant and his comments during a session.

The company also introduced a companion service, [QualMeeting+Plus](#), to make the entire web interviewing process simpler and easier. This service bundles training, project management and technical assistance to streamline the research and allow researchers to focus on design, interviewing and analysis.

"Researchers will appreciate how QualMeeting 2.0 will help them go deeper, broader and faster in their research studies gaining richer insights than have been available previously with webcam technology," Bryson said. "We've taken the worry off the researcher so they can focus on the research."

About 20|20 Research

A market research technology and services firm based in Nashville, Tennessee, 20|20 Research has pioneered online qualitative research techniques for researchers around the world. The company was named by GreenBook Research Industry Trends to the Top Ten Most Innovative Research Firms in the World list in both 2011 & 2012. The firm currently has clients and projects in more than 65 countries. www.2020research.com.

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