



161 Rosa L.Parks Blvd., Nashville, Tennessee 37203  
Phone: 615.777.2020 | U.S Toll Free: 800.737.2020  
2020research.com

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**Contact: Heather Ball**  
**615.724.5275**  
**Heather.Ball@2020Research.com**

**20|20 RESEARCH LAUNCHES ETHNO360**

***360-Degree Video Technology Deepens Market Research Insights for Digital Ethnographies***

**NASHVILLE, Tennessee (May 10, 2017)** – 20|20 Research, a global research technology and service firm, today announced the launch of Ethno360. Ethno360 gives researchers a more complete picture of consumers by providing a full 360-degree spherical view for digital ethnographies.

According to Research and Markets, the 360-degree camera technology market is expected to grow almost 35% during 2016-2020. By leveraging this technology for in-home ethnographies, shop-a-long experiences, meal preparation studies and more, Ethno360 will provide deeper insights and a more authentic user experience than other digital ethnographic technologies, which are limited to what respondents are willing to show and share.

“Ethno360 gives 20|20 Research customers a serious edge in consumer research. Researchers want to hear and see everything. The more immersed we are in a person’s experience, the more insight we will gain,” explained Jim Bryson, president of 20|20 Research. “If a participant is prepping a meal in their home, you will see the entire space around them. In a supermarket, researchers can view product choice selection and surrounding influences. Ethno360 will capture the complete story of various consumer experiences in richer detail.”

As part of the Ethno360 solution, 20|20 Research completely manages all the logistics of the technology, including camera distribution and return, training, and video collection, making it easy for clients to focus on the insights. The technology also offers the option for participants to

Helping you do better research.

relive the recorded experience with researchers via the 20|20 Research QualMeeting™ real-time interview platform for even greater depth.

“20|20 Research is at the forefront of technology,” said Jim Bryson. “Expanding our research methodologies to include Ethno360 gives researchers a real-life participant experience, using a combination of the physical environment with 360-degree technology. The technology will enable our clients to uncover even more meaningful information from the consumer’s surroundings.”

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**About 20|20 Research**

*20|20 Research is a global leader in the development, support and service of online qualitative marketing research... and the software and technology that sustains it. Leveraging more than 30 years of experience, the company works with researchers around the world to provide faster, easier, and more cost-effective research solutions, with projects in more than 95 countries and 30+ languages. In 2016, 20|20 acquired iModerate, expanding the breadth of services available to the industry. Both companies have consistently been recognized among the most innovative research firms in the world by GreenBook Research Industry Trends, a top arbiter of the marketing research industry. 20|20's operations are headquartered in Nashville, and the company additionally maintains the iModerate office in Denver, along with traditional focus group facilities in Nashville, Charlotte and Miami. [www.2020research.com](http://www.2020research.com)*