

### **Selected Experience in the Imaging Industry**

- Quantitative study in France, Germany, and Italy to test 5 different names of a new product for radiologists.
- European Brand Solution Study with Radiologists.
- Global study which surveyed radiologists usage of specific equipment.
- Ongoing research tracking program for the film and imaging industry; tracking domestic and international competitor prices, technology, distribution, promotion and strategy. Competitors included Kodak, Agfa/Sterling, Fuji, Konica and GE Medical Imaging.
- Focus groups for a new thermal imaging camera for fire fighters.
- Conducted customer satisfaction among key purchase decision makers in Latam, Europe and the US for a major imaging company.
- Conducted intercepts across Europe about a new digital imaging offering.
- Developed competitor profile reports in the imaging industry, which covered new product development activities, international strategy and merger and acquisition activity.
- Conducted a usage and attitude study for consumer's perception and usage of private label film in the US.
- Market study on X-Ray film technology in Asia which estimated the market size, potential, pricing, distribution channels, etc.
- Qualitative Global in-depth Study with Radiologists.
- Market Assessment project on the Projector Screen Market.
- Study on elite chrome film products in Europe
- Competitive intelligence study on several producers of film in Europe
- Conducted a segmentation study on digital still cameras.

## **Sample of Our Past and Present Clients**

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- 3M Corporation
- Fuji
- John Ryan
- Agfa/Sterling
- Pegasus Imaging
- Teikoku Databank America
- Kodak Health Imaging