

FOR IMMEDIATE RELEASE

## uSamp™ Adding Mobile Surveying to Its Next-Generation Platform, Delivering Access to Millions of Smartphone Users on the Go

ENCINO, Calif. (Aug. 25, 2010) – With more than 40 million Americans actively engaged on the Internet through their mobile devices along with millions more around the globe, uSamp is taking steps to deliver market research surveys wherever panelists can be found – everywhere, on the move.

uSamp ([www.uSamp.com](http://www.uSamp.com)), one of the world's fastest growing technology, sampling and online panel companies, has announced it is testing a mobile surveying platform with several mobile applications providers. The company's mobile app provides market researchers with access to the millions of individuals using smart phones and mobile devices such as the iPhone, Android, Blackberry and iPad.

The patent-pending mobile surveying platform is an evolutionary step in uSamp's mission to simplify the delivery of sample for market research, building on the breakthrough suite of technologies that comprise the company's web-based panel management platform.

uSamp's announcement dovetails with the growth of the "check-in," in which mobile users share their current location with friends through social networking sites such as foursquare, Gowalla and the recently announced Places feature at Facebook.

"When mobile users check-in and announce their location, we can serve up targeted surveys based on both geographics and demographics," said Gregg Lavin, co-founder and President of uSamp. "This is location specific through the GPS systems built into mobile devices, not through the less precise means of triangulation or ZIP Codes."

Surveys delivered through uSamp's mobile application will be of a short duration, given that interfacing through a smartphone or other mobile device is different from using a standard computer. Rewards for participating are centered on virtual currency and remain user-specific, as with all uSamp surveys.

"uSamp's mobile surveying app is a natural extension of our commitment to offer easy access to high-value audiences that are highly engaged, thoroughly screened and rigorously segmented," added Lavin. "We're reaching panelists where they spend most of their time, and that's increasingly through their mobile devices."



## About uSamp™

uSamp ([www.uSamp.com](http://www.uSamp.com)), formerly United Sample Inc., is one of the world's fastest growing technology, sampling and online panel companies, providing global survey panelists an innovative sampling platform and technology for use in market research. Founded in 2008, uSamp acquired DMS Insights in June 2010 and now has 105 team members worldwide and more than 3.1 million global market research panelists. The company's web-based panel platform is transforming the management and delivery of online panel for market researchers, offering unprecedented access over their panel. uSamp's deep well of proprietary technologies includes SampleMarket™, PanelNet™, PanelShield™ and real-time Panel Book Search—cutting-edge solutions for accessing, branding and managing panels. uSamp is based in Los Angeles, with offices in Dallas, London, New Delhi and Trumbull, CT.

## MEDIA CONTACT

Ken Greenberg    Edge Communications, Inc.    818/990-5001    [ken@edgecommunicationsinc.com](mailto:ken@edgecommunicationsinc.com)