



Globalpark to premiere new mobile panel solution at upcoming Mobile Research Conference

February 16, 2010: Globalpark, www.globalpark.com, a leading provider of panel, community and survey software, will introduce the first version of a new mobile panel solution at its annual Mobile Research Conference in London, March 8th.

Globalpark's CEO Lorenz Gräf says: "What better venue to introduce our mobile panel solution than to an audience of mobile research experts from around the world? We look forward to sharing our vision of advanced and flexible mobile feedback solutions, and providing the technology platform to help organizations engage with mobile audiences."

The mobile panel solution is built on Globalpark's Enterprise Feedback Suite (EFS), further extending the integrated platform for panel, community and survey management. Now companies can give research participants and brand advocates access to their panel community account, incentives and questionnaires from their mobile phones. The strategy is to make providing feedback as easy as possible for participants, taking advantage of individual downtime while also capturing opinions closest to "the moment of truth". Though most commonly integrated with an online panel community (accessed from desktops) it is also possible to run "pure" mobile panels – much to the delight of mobile phone providers/manufacturers and the travel and leisure industry.

This launch of a mobile panel solution further demonstrates Globalpark's commitment to pioneering research. Join mobile experts and research industry gurus – including Coca-Cola, Google, Ipsos and Kantar – at the second annual Mobile Research Conference, March 8-9 in London. www.mobileresearchconference.com

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About Globalpark

Globalpark provides panel community and survey software that enables organizations to manage what matters across the enterprise. By capturing feedback and tracking behavior of customers, employees and partners, they gain insights that drive better business decisions. By identifying and empowering influential advocates, they build reputation and extend reach.

Founded in 1999, Globalpark software is German-engineered and globally-tested by leading brands and top market research institutes, including: Continental, Daimler, General Mills, GfK, IDC, Nintendo, SonyBMG, TNS and Warner Music. Globalpark is staffed by renowned research pioneers, with offices across the US, UK, Germany and Austria. For more information, visit www.globalpark.com