



P R E S S R E L E A S E

For Immediate Release

IVP Research Labs and Shimmer Launch NeuroLynQ Service to Enhance Qualitative Research

This neuromarketing technology uses galvanic skin response (GSR) and heart rate to measure participants' emotional responses

Morganville, NJ and Cambridge, MA, February 2, 2021– IVP Research Labs, the leading provider of mobile marketing research labs, and Shimmer Research, a global leader in wearable technology for research applications, today announced the launch of IVP's NeuroLynQ™ Service. NeuroLynQ technology is revolutionizing neuromarketing by making it easy and practical. With this biometrics solution, researchers can utilize GSR (skin conductance) and ECG (heart rate) readings to identify key moments and measure participant arousal and attention levels during in-person research. NeuroLynQ is ideal for focus groups and large audiences of up to 45 people.

Commenting on the news, Bob Granito, President, said, "This is an exciting time for IVP as we continue to grow and add value to market research. IVP, alongside our partner Shimmer Research, have sought to bring neuromarketing to the qualitative industry as another measure of consumer feedback. This solution will allow researchers to see consumers' reactions beyond verbal communication and body language and give them a real-time analysis of how the respondents arousal and attention change throughout the research."

"IVP Research Labs is a leader in bringing insightful technology to qualitative research. Together, we have the necessary infrastructure and technical expertise to support a seamless deployment of NeuroLynQ technology to neuromarketing researchers in the US and Europe. This user-friendly tool will allow researchers to adopt biometric measurements with ease and confidence," said Geoffrey Gill, President of Shimmer Americas.

IVP Research Labs and Shimmer Research will be debuting NeuroLynQ on February 4, 2021 at the Qualitative Research Consultants Association (QRCA) annual conference.

-ENDS-

IVP Background Information

IVP Research Labs provides research technology labs in facility, in-field or online to help marketing researchers gain deeper insights and provide compelling visualization for their key findings. Solutions include: usability, eye tracking and neuromarketing technology across the US, Europe and Canada, where IVP has also built a large network of research facility partners.

Shimmer Research Background Information

With customers in more than 75 countries, Shimmer Research is a leading wearable technology services and sensor manufacturing company based in Dublin, Ireland. Shimmer is focused on three business areas: Neuromarketing, Clinical Research, and Academic Research.

For further information or interviews please contact:

IVP Research Labs

Bob Granito

E. bobg@ivpresearchlabs.com

T. +1 732.970.9446

M. +1 732.309.9068

A. 470 State Route 79 | Morganville | NJ | 07751

W. IVPResearchLabs.com

Shimmer Research

Lisa Osborne

E. lisa@ranahealth.com

T. + 1 206.992.5245

A. Memorial Dr | Cambridge | MA | 02139

W. ShimmerSensing.com