

## Gain Deeper Insights by Using Video



### Our Technology

FPG Video Capture turns video and images into data for the consumer insight industry. We analyze what people say, do, and feel in videos and turn it into consumer feedback.

### How does it work?



#### Take media from anywhere

Effortlessly capture new content of any type or upload existing content to the video platform.



#### Search and analyze

Search the spoken words, actions, objects, and sentiment in any language, via the powerful visualization platform.



#### Create engaging stories

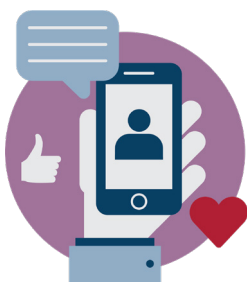
Create insight stories super-fast using our easy showreel creator to combine your favorite clips into one video.



#### Present to drive action

Publish and present video stories to your colleagues or clients for more informed business decisions.

## Use Cases



### App Capture

Use our capture app and platform in combination for qual feedback – in-moment, diaries, ethno, etc.



### Survey Capture

Easily add video questions to quantitative surveys to turn an open end question into a video question to enrich your surveys.



### Client Insight Hub

Incorporate all video captured via your research activity into client specific insight hubs to create an ongoing source of video insights.

## How will you benefit?



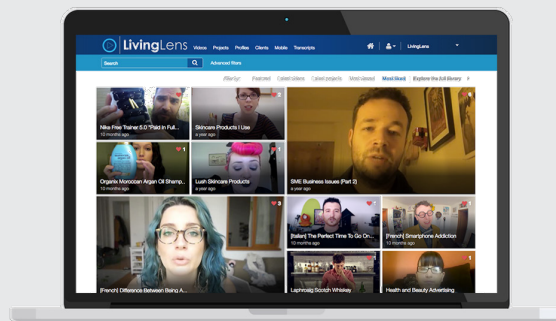
**IMPROVED**  
client wins and  
client retention



**RICHER**  
insights for your  
clients



**EASIER**  
multi-language  
studies



Video provides more engaging,  
more accessible, and more  
persuasive insight.

**INCREASED ROI:**  
For you and your  
clients

### BUSINESS RESULTS



**TIME SAVINGS:**  
Turn projects around faster  
with less resources