



## Press Release

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### **GfK announces global partnership with Revelation**

**Nuremberg, November 29, 2011 – GfK, the No. 5 market research organization worldwide, today announced a global partnership with Revelation, Inc., provider of Immersive Research™ software and tools. GfK partnered with Revelation as a technology provider powering GfK SocioLog.dx, GfK's online qualitative research solution.**

GfK SocioLog.dx leverages the Revelation's leading online research technology and combines it with GfK's qualitative experience and global reach to provide customers a flexible solution for their online qualitative research. Digital qualitative research enables practitioners to tap hard to reach respondents, interact with teenagers and early adopters, using their preferred mode of communication – online, and to reach people wherever they are in the world. The online platform GfK SocioLog.dx enables a rich experience for both moderators and participants.

GfK has been working with Revelation for over three years and decided to engage them as a partner in the global rollout of GfK SocioLog.dx. To date SocioLog.dx has been rolled out in 26 offices around the world, with more to come.

#### **About Revelation**

Revelation, Inc. designs Immersive Research solutions that combine the richness of traditional research methods with the reach of the Internet. Revelation's simple, engaging software applications deliver a 360-degree view of consumers. Visit Revelation's website for more information at: <http://www.revelationglobal.com>.

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#### **The GfK Group**

The GfK Group offers the fundamental knowledge that industry, retailers, services companies and the media need to make market decisions. It delivers a comprehensive range of information and consultancy services in the three business sectors Custom Research, Retail and Technology and Media. The No. 5 market research organization worldwide operates in more than 100 countries and employs over 11,000 staff. In 2010, the GfK Group's sales



amounted to EUR 1.29 billion. For further information, visit our website: [www.gfk.com](http://www.gfk.com). Follow us on Twitter: [www.twitter.com/gfk\\_group](https://www.twitter.com/gfk_group).

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