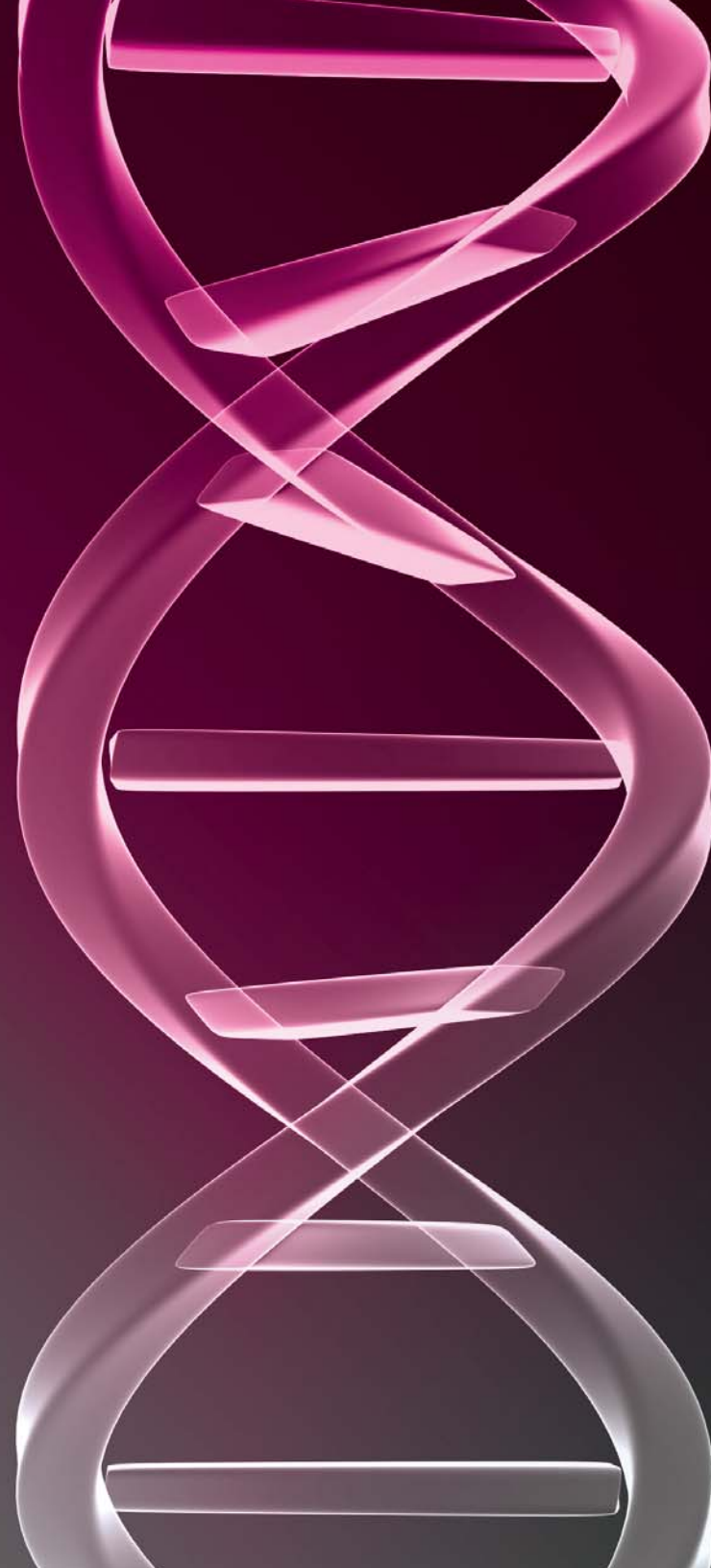


*ipac*

**tns**™ canadian facts



## *i*pac

*i*pac simulates the in-store purchase environment for new products.

With *i*pac, consumers, when presented with a full or modified simulated shelf, can review each brand in detail, investigating new product features, evaluating back panels or related feature/price bundles. With full interactivity, consumers are able to spin or move the product, allowing them to assess the ergonomics and functional aspects of the packaging.

Within *i*pac, options exist for full 3-D interactivity, making this an extremely effective platform for fast and cost effective new product and package testing, ranging from simulated timed shopping to packaging development tools, including online conjoint or discrete choice analysis, where various bundles of detailed product features, price and/or product styling are tested for optimal bundling.

The technology platform for *i*pac is very streamlined, allowing for easy consumer download and use.

