softconcept©
Marketing Intelligence Software

New Technologies
& data acquisition analysis

APPLICATIONS

- **Surveys**
- **Evaluations**
- **Audits**
- **Panels**
- **Barometers**
- **Executive Information System**
- **Statistical Analysis**
- **Data-mining**

TECHNOLOGIES

Survey creation, processing and reporting

Advanced Statistical Analyses

Automatic reading (on an OMR reader or scanner)

Surveys on Internet / Intranet / via mail

CATI system for telephone-based survey

PDA based surveys (CAPI)

Interactive in-house (using voting-pads)

Management of panels and databases

Welcome to the technologies in

Quality Services

FREE ASSISTANCE

SOFT CONCEPT offers all users of its current software program a free and unlimited support hotline.
This assistance is provided by technicians with an in-depth knowledge of each product as well as experience in its implementation and use.

MAINTENANCE

Users can subscribe to a maintenance contract when purchasing the product or within the 15 days immediately following. This contract makes 6 extended help services available, including free provision of all new and updated versions of the products concerned.
The annual fee is 15% of the catalogue prices of the products concerned.

WEB SITE

Users of our software also have the opportunity of adressing their technical queries in French, English or German to our Web site at www.soft-concept.com
We promise to send you a prompt reply by E-mail.
In addition, users can consult the list of questions regularly asked by our clients and displayed on our web site.
A downloading service is being installed, which will eventually allow you to update your program directly through the web site.

GUARANTEE

The products supplied by SOFT CONCEPT are guaranteed for a period of 3 months against all manufacturing or packaging defects (ie: disks, documentation and case etc.)
Should you receive a damaged product, do not hesitate to contact SOFT CONCEPT who will endeavour to replace the goods as soon as possible.

FORMATION

SOFT CONCEPT organizes training sessions for customers on how to operate all its products, either on its premises or at the clients' venue.
To obtain the inter-company training schedule, to organise an on-site training day, or for a list of your local distributors or training centre please contact us on Lyon (33) 4 78 54 64 00

Whether you are a market research supervisor, a training manager, human resources manager, quality control director, product manager or teacher, this guide has been designed especially for you.

It will allow you to discover and find your way around what's new today in the area of tools for data collection and analysis.

With ETHNOS, the number 1 software program for designing and processing questionnaires, you will discover a whole range of amazing tools designed to allow you to take advantage of the most up-to-date technology to rapidly get access to, and easily analyse the necessary information.

REPO

universe of new surveys and reporting

NET Survey
E-mail, Web and Intranet surveys

PANEL Manager
Management of panels and databases

OMR Manager
Optical reading of questionnaires

Web reports
Dynamic access to Intranet or Web survey data

ETHNOS
Design, collection and analysis of questionnaires

Catiopée
Telephone based-surveys

Test System
Knowledge assessment system

STAT'Mania
Advanced statistical analysis

Ethnos CAPI
Data entry on PDA

InterACT
Interactives meetings

The number 1 software program for designing and processing questionnaires.

ETHNOS

How can you afford to do without ETHNOS when working on questionnaires?

ETHNOS can do everything from helping you to compile the questionnaire, automatic page layout, printing, data entry management on one or more workstations, and presentation of the required results in the form of presentable tables and high quality graphs.

ETHNOS, the only program on the market designed for surveys that is on a level par with normal office software, it has allowed thousands of users in France and world-wide to efficiently carry out all types of surveys including, Market research, Quality diagnosis, Training assessments, Internal industrial relations and communications evaluations...

ETHNOS is structured in 3 main modules:

1. Design of the questionnaire

This module deals with the drawing up of the questionnaire carried out by simply entering the wording for your questions. They can be any type of question, for example open-ended, single response, multiple choice,

numerical or date related.

Powerful functions such as the library, equipped with several hundred pre-prepared questions and the simple cut and paste feature, speeds up and simplifies the task.

Once the questionnaire has been typed in, ETHNOS automatically arranges it in a suitable layout and prints a copy in a high quality presentation. (The presentation style can be adapted to other
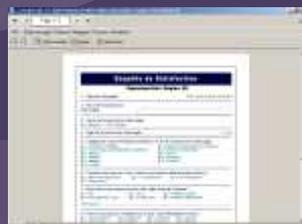
formats if necessary.)

2. Entering responses

Everything has been designed to speed up and simplify the collection and entering of

answers. The data entry module offers a quick and user-friendly interface for entry of data by keyboard or mouse, for questionnaires completed on paper. It is also possible to produce a questionnaire onto a computer disk, which may be copied as many times as necessary and then sent to respondents, who can reply using their micro computers, without needing ETHNOS.

3. Analyses and presentation

Once your data has been entered, you have at your disposal a fabulous potential for analysing and presenting the results of your

survey, for example unlimited cross-tabulations, multi-criteria filters, generation of sub-populations, summary and automatic reports etc.

With a simple click of the mouse, you can change each result table into the graphic chart of your choice.

ETHNOS offers you a unique package of effective and original graphs and charts, such as spider diagrams, target and bubble charts, as well as conventional graphs such as pie charts, histograms and bar charts in 2 and 3 dimensions.

By creating a statfolio to regroup together all your desired results and presentation parameters, you can apply your processing to other fields of enquiry.

All ETHNOS processing can be easily transferred to standard office software.

SURVEYS

STAT'Mania

The most up-to-date methods for displaying statistics are now within everyone's grasp

STAT'Mania is a new type of statistical software program, just as simple to understand and use as any office software.

STAT' Mania allows any user to easily apply their data to the most current statistical methods, to obtain their results in graph or table form of exceptional quality.

Les fonctions de STAT'Mania s'installent dans le module de traitement d'ETHNOS et utilisent son interface puissante et conviviale.

STAT'Mania includes several highly advanced and innovative methods for statistical analysis such as finding significant cross-tables. This function takes just a few seconds to provide you with crosstabulations over all your variables, with a table listing the combinations with their respective probabilities of dependence. Furthermore, the table is ordered to show you the most dependent pairs at a glance.

STAT' Mania gives the following analyses:

- PCA (Principal components analysis),
- Factorial analyses,
- MCA (Multiple correspondence analysis),
- Clustering by complete-linkage and K-means methods,
- Hierarchical classifications in ascending or descending order,
- Multiple or simple regression,
- Analysis of variance,
- Automatic cross-tabulation analysis,
- Numerous parametric and non-parametric tests, single-variable or multidimensional.

Even though the standard version of STAT'Mania functions solely on the file base in the ETHNOS format, the DM (Data-mining) version loads files created with other formats and uses all the advanced analyses available to process the data. These could be tables from Excel, databases in the Dbase or Paradox format, or even simple files (in fixed or limited ASCII format.)

On demand, we will also provide you with access to any other sort of database, whether local or distant.

Price of ETHNOS and STAT'Mania

Ref. ETHWS	ETHNOS for Windows single desktop	2.595 €
Ref. ETHWSR3	ETHNOS for Windows - 3 desktops kit	5.500 €
Ref. ETHWSR5	ETHNOS pour Windows - 5 desktops kit.	8.250 €
Ref. STATM-1	Stat'Mania single desktop (needed Ethnos)	1.150 €
Ref. STATM-3	Stat'Mania - 3 desktops kit (needed Ethnos)	2.450 €
Ref. STATM-5	Stat'Mania - 5 desktops kit (needed Ethnos)	3.750 €
Ref. STATDM-1	Stat'Mania DM version (Data Mining)	2.850 €
Ref. STATDM-3	Stat'Mania DM version - 3 desktops kit	5.650 €
Ref. STATDM-5	Stat'Mania DM version - 5 desktops kit	8.850 €

Web reports

The first tool for dynamic access to Intranet or Web survey data

Web Reports is the first full standalone solution capable of calculating real-time survey statistics online and performing dynamic consultations of results via Internet or Intranet.

WEB-Reports is the first of a new breed of tools, positioned halfway between CRM tools (more directed towards customized data collection), and data-warehouse tools (concentrating essentially on business databases).

WEB-Reports enables the consulting via the Web or an intranet, of advanced scoreboards dealing simultaneously with surveys in progress, past surveys and business data.

Setting up a dynamic consultation site on the Web or an intranet is easy with WEB-Reports, and requires no Web or HTML development, nor programming. WEB-Reports enables project managers and their teams to set up raw data, questionnaires, analyses, report pages and selection criteria all on the web, and permit user access to them according to the user's access codes.

Fast and secure access to analyses

From a simple web or intranet link, the final users are guided to a push-button application which can display the company's corporate style.

By identifying themselves, they can have direct and fully confidential access to information concerning them; they can also view or print report pages or analyses (preset or allowed) by dynamically applying filters and selection criteria permitted to them.

Richly illustrated scoreboards

WEB-Reports enables the viewing via the web or an intranet of scoreboards rich in information, in the form of report pages including tables and graphs (of Ethnos type). These dynamic scoreboards are recalculated (instantaneously) on the updated data, in function of the applied selection criteria. If the data change, the analyses will automatically follow the changes.

Complete autonomy

WEB-Reports is a solution marketed under license. One license is sufficient for the deployment of as many consultation sites as necessary, directly on the client's intranet or on his own website.

Perfect integration with office and survey tools

WEB-Reports enables analyses to be carried out, via Ethnos, on data from

sources such as Excel, Access, or any other database (via ODBC), or data collected via CATI (Catiopée), optical reading or scanning (OMR Manager), CAPI (Ethnos Capi) and of course via the Web or an intranet (NET Survey).

Scoreboards can include any static element (gif or jpeg images…) or dynamic element (analyses, summaries, graphs, comments…).

High additional value

In the framework of quality-control and satisfaction barometers, WEB-Reports can be used for information feedback (budget, shop, sector, product…), and offers a major potential of applications of high additional value.

A click of the mouse and your questionnaires are available on the Internet

NET Survey

NET Survey is an exceptional tool which designs a simple or complex questionnaire and transforms it into HTML format for diffusion by an Internet or Intranet server.

NET Survey enables questionnaires to be created directly.

NET survey can of course directly load a questionnaire created by ETHNOS and transform it into a HTML file. The data, having been retrieved and stored in the ETHNOS format, can immediately be analysed and transformed into results tables and graphs. Any recurring processes can be done automatically using ETHNOS's system of statfolios.

Assisted questionnaire design

- Entry of all types of questions: single or multiple response (dropdown list or tickboxes), numerical, date, time, free text...

- Contextual response lists: for instance, a list of subsidiaries according to a selected country, or a list of functions according to a chosen department.

- Dynamic control of responses entered: compulsory questions, handling of conditional branching from page to page, prevention of questions according to responses already given...

- Customizable questions: dynamic insertion of the addressee's name or characteristics, recall of a response to a prior question...

- Insertion of objects: separation lines, images, navigation toolbars, automatic summaries, page skips...

Automatic form generation

- Automatic generation of a ready-to-broadcast HTML form, directly from the list of questions.

- Option of complete customization of the proposed form: management of colors, fonts, positions and formats of different elements.

- Option of applying a graphic setup to the form, consisting of predefined models; insertion of the form within a set of frames.

- Global modification of default question/answer formats, handling of styles...

- Addition of external elements: insertion of GIF or JPEG images (including the handling of image tables), addition of explanatory texts, existing HTML files...

- Option of injecting answer areas within an external HTML model (for complex tables, flowchart presentations...).

Questionnaire broadcasting

- Management of a correspondent database created or imported from an external file (Excel, Dbase, Text...).

- Individual passwords for each operation.

- Automatic installation of the questionnaire onto a chosen remote site, via FTP.

- Mailing of the form or of a message indicating an address where the questionnaire can be accessed; option of individual or grouped mailing, with a customized message indicating an individual user-name and password for each addressee.

- Automatic programmable retrieval of responses (in Ethnos format) via ftp or http; reception by mail and automatic consolidation of responses to questionnaires initially sent by mail.

NET Survey is available in two versions : Enterprise (up to 5,000 respondents/survey) and Open (unlimited).

Prices of Web Reports and NET Survey

Ref. WR-FR	Web Reports - License	9.200 €
Ref. NS-ME	NET Survey - COMPANY version (5.000 respondents)	3.000 €
Ref. NS-VO	NET Survey - OPEN version (unlimited)	7.500 €

OMR Manager

A wonderful innovation that allows you quick and effortless access to your data

OMR Manager works in French, English and German. (interface and menus). It can handle multiple language versions of the same questionnaire.

Optical reading of documents is a tried and tested technique which saves you a considerable amount of time and effort. Up until now, it was difficult to set up, and its use was confined to heavy applications. The user had to print documents according to strict norms after which a special file, detailing the structure of the different pages had to be programmed for the optical reader. Once the documents had been read, the user obtained a raw file which had to be transferred to a software program especially adapted, in order to make use of the information.

To improve the access to the optical reading of documents for all clients, SOFT CONCEPT has developed "OMR Manager", an outstanding solution, unmatched on the world market.

With OMR manager and an optical document reader you can now manage with ease, on your micro-computer, all the stages of the optical reading - from the conception of a document to its handy automatic reading and an immediate analysis of the data using ETHNOS.

OMR Manager is structured in 2 modules:

1. Design of the document

This module allows you to draw-up, format and then print out your questionnaires.

It is possible to download a questionnaire already designed in ETHNOS or to draw- up directly a new one. The user just has to enter the wording of the questions and the answer. Images and texts like titles or remarks can be added, tables of questions can be defined and the questionnaire can be organised into sections each with a different presentation.

Once the content has been decided, all that remains to be done is the layout. OMR Manager accomplishes the technological feat of automatically formatting the document whilst at the same time respecting the norms required by the optical reader. The user can add personal touches to the format, and step in any part of the document, using

the mouse to modify the set up as they please. The user can move a question or an answer, alter the dimension of an image, change the enforcement of the character of a component, add drawn elements such as arrows, rectangles etc.

The final document obtained, which could be composed of several pages, can then be printed double or single sided on a normal office computer and for as many copies as necessary. Of course, for very large quantities, the process can be transferred to a special printer.

2. The optical reader

During the printing of the document, OMR Manager generates a transparent pilot file of the reader for the user.

The reading module, with the help of this pilot file, allows the quick and easy acquisition of data.

Once the documents have been completed, they have to be placed in the optical reader, the name of the questionnaire has to be chosen and then all you have to do is click on the "start reading" button. The documents then begin to file through the entry tray at great speed, in this way between 1,000 and 5,000 documents can be read per hour. The responses are clearly displayed on the screen as it goes along.

During this process, OMR Manager carries out a coherence (double marking) test of the data read. If the questionnaire has been incorrectly completed, the reader rejects the document by the rear and makes a clear sign on the screen to alert the user, who can then intervene using the keyboard to correct the mistake, where necessary.

Once the files have been read, they are automatically stocked in ETHNOS format; it is therefore possible to see the results straight away once the reading is either partially or totally finished. Such coordination between the optical reader and a software program especially designed for data analysis, is unprecedented and allows the envisaging of many new applications which require the achievement of rapid results.

OMR Manager SCAN version

There is often confusion between scanners and optical readers, two pieces of equipment which differ greatly in performance and objectives;

Optical readers are machines with a very high output, the models at the start of the range begin with an output of 1,000 pages per hour , and the models at the top of the range process up to 7,000 double-sided pages per hour. Only the required data is read, controlled and sent to the computer, which works out as less than 0.1 kilobytes per page.

Scanners on the other hand, read all the information contained on the sheet and sends an image of less than 100 kb. The computer must then analyse this image which takes between 5 and 30 seconds per page. Scanners have the advantage of being able to read areas containing manuscript and drawings.

Despite this marked difference in performance for the reading of questionnaires, it is often worthwhile to use a scanner rather than an optical reader, either for budget reasons or because of the need to read areas of manuscript.

It is for this reason that OMR Manager has a SCAN option which allows the user to control any TWAIN-compatible scanner. This version reads and interprets between 1 and 3 pages per minute. The figures written in special squares are decoded and manuscript texts are stored in image form which can be worked on later using the keyboard. Please note that an OMR document can pass through an optical reader as well as a scanner.

Catiopée

The new generation of software for phone survey and telemarketing

Catiopée introduces unprecedented ease-of-use in creating, setting up and managing telephone-based surveys. Every step of each campaign is fully assisted.

Designing a scenario

◆ Natural designing of an interview scenario using the Ethnos Designer module.

◆ Handling of conditional display of questions.

◆ Numerous context control options (concatenation of responses, random display…).

◆ Definition of dynamic links with an external database for retrieval of existing data.

◆ Management of multi-level dynamic quotas.

◆ Option of defining rotations of modalities, questions, or groups of questions.

Setting up a campaign

◆ Guided installation of telephone campaigns: choice of scenario, linking with the telephone number database, possible setup of quotas on the database.

◆ Complete management of the tele-actor base, and of tele-actor assignment to one or several operations via the Administrator module.

◆ Definition of a criterion for automatic classification of calls according to campaign aims (positive, negative, other…).

Call execution

◆ Option of starting the data entry module on several computers (according to license).

◆ Option of connecting to different campaigns on the same computer (according to username and password).

◆ Attribution of telephone numbers via the Catiopée Server module, with the option of automatic dialing (modem or CTI link).

◆ Automatic display of the next step in the questionnaire, as soon as a response has been choosen, bypassing all screens that are not needed.

◆ Handling of unachieved calls, real-time changes in number, and calling-back at a later date or time.

Supervision and results

◆ Call statistics for each operation and/or each tele-actor: connection times, call performances, incidents, appointments…

◆ Option of producing, at any time, summary tables on one or several campaigns in progress

(or on a tele-actor).

◆ Option of adding new individuals to the call base, and of modifying dynamic quotas during the campaign.

◆ Export of data in Ethnos format for immediate processing.

Telemarketing with PROSPECT Manager

◆ The PROSPECT Manager option provides additional functions enabling the management of telemarketing and teleprospection campaigns:

◆ Incoming or outgoing business calls.

◆ Special data entry interface displaying Prospect forms, selling points, and available assistants (programs or complementary files).

◆ Handling of complementary bases along with the principal contact base, with the option of direct modification or completion of information displayed.

◆ Management of commercial agendas and setting of appointments.

Back-Office modules enabling real-time sending of faxes, posts or emails.

Sliding-scale prices on data entry desktops starting from 5 licenses and administrator desktops starting from 3 licenses. Consult us for details.

Prices of OMR Manager and Catiopée

Ref.	Description	Price
Ref. OMRWFR	OMR Manager	1.750 €
Ref. OMRWFS	OMR Manager SCAN version	1.750 €
Ref. AX930R	Optical reader AXIOME 930 single-sided	6.945 €
Ref. AX930RV	Optical reader AXIOME 930 double-sided	8.275 €
Ref. AX985R	Optical reader AXIOME 985 single-sided automatic + reject tray	12.515 €
Ref. AX990RV	Optical reader AXIOME 990 double-sided automatic + reject tray	16.925 €
Ref. CAN3060	Scanner CANON DR30/60	4.880 €
Ref. CATI-SK	Catiopée Starter Kit: CATI Server + Administrator	2.500 €
Ref. CATI-E1	Data entry station	500 €
Ref. CATI-A1	Additional administrator station	750 €
Ref. PM-SK	Prospect Manager Starter Kit: CATI/PM Server + Administrator	4.000 €
Ref. PM-E1	CATI + PM data entry station	750 €

PANEL
Manager

Look no further, PANEL Manager is the only program that will run your panels just as you want them

PANEL Manager was designed to respond to the needs of everyone wishing to form and manage outside panels, for example: consumers, prospective customers, shops or in-house panels such as personnel, trained staff, job applicants etc.

With PANEL Manager you can:

◆ Manage the make-up of the panel, i.e. update, delete or add members

◆ Take into account the recovery of selective or regular/consistent information ie; reply coupons, requests, complaints etc.

◆ Carry out an action on a part or the whole of the panel such as sending letters or questionnaires managing the returns, handling telephone calls, sending presents on birthdays or invitations to demonstrations etc.

Benefiting from a powerful database structure, and the flexibility and adaptability of standard ETHNOS data formats, PANEL Manager offers outstanding and unmatched ergonomics.

This software allows you to easily specify requests by choosing a selection of the group according to descriptive criteria

(age, profession, ownership of a certain product etc.), or according to their participation (questioned a certain number of times, returned their last questionnaire, earmarked for certain purposes etc.).

The Pro version even allows you to make specifications based on the responses from different questionnaires returned, for example those who responded as having bought a particular product.

PANEL Manager controls in a transparent manner, several specialised programs:

◆ Microsoft Word for the printing of letters and personalised documents

◆ OMR Manager for the printing of questionnaires and personalised forms as well as for the management of the optical reader for returned questionnaires, (which are placed in the reader and a simple click of the mouse begins the operation.)

◆ STAT' Mania for the automatic printing of periodical statistics reports.

PANEL Manager Pro version can be connected to your existing databases. A quote for specific configuration can be given on request.

Easily create your panel

Transfer with just a few clicks of the mouse a file of individuals available in a spreadsheet or DBMS form.

With the Pro version, you can also connect PANEL manager to an external base without loading it, or you can create a new database containing all parts, by defining its structure in ETHNOS (field of enquiry, type etc).

Personalise the work screen, and adapt the terms used to suit your own language. Just keep the software functions that you need.

With this done your panel can operate and you can now;

* Add, modify or remove members of the panel very easily (data capture integrated)

* Select members of the panel according to different criteria or at random

* Apply actions to this choice

* For each panel member selected, print personalised letters using Word and personalised questionnaires using OMR Manager

All these operations are easily performed through a user-friendly interface.

Enter the new world of field data entry on last generation of PDA

ETHNOS CAPI

Is it your dream to equip your network of surveyors with a lightweight easy-to-handle, high-performance tool instead of pen-and-paper, enabling better survey quality and automation of results analysis ?

With a PDA equipped with Ethnos CAPI, enter the new world of field data entry.

Automatic generation of the Ethnos portable interface enables the designing of all types of questionnaires on a PC, and their transfer onto a PDA via a transmission cable provided by the manufacturer. Available machine memory is no restriction to either the number of questions or to the complexity of the questionnaire. The battery, active during 6 to 8 hours, enables working through continuous half-days, allowing half an hour for recharging.

Interface clarity, facilitating administration

The interface is fully adapted to the tools: simply and naturally, with a stroke of the stylus the interviewer ticks an answer or passes from one question to another. Ethnos CAPI handles all types of questions, allows insertion of photographs, enables creation of individual quotas

for each interviewer and continuous control of coherence of reponses entered. All in all, a better relation and better productivity are ensured in the interview.

Management of conditional filtering

To accelerate the interview by only posing questions that are relevant to the interviewee's profile, Ethnos CAPI handles conditional branching within the questionnaire. Risk of error is reduced throughout the process, and the quality of the work is thus increased.

Option of answer enrichment during data entry

A particular answer modality is unavailable? No need to slow down or suspend the interview. Using the stylus, it is possible to instantly create a new answer which will subsequently figure in the list of possible answers for the question.

If you prefer, you can also block the enrichment option, as is necessary for some question types.

Easy retrieval of data entered via lightweight clients

At the end of the day, or of the campaign, the completed questionnaires are simply transferred to a PC for consolidation of results.

The PDA can even be equipped with a modem, in order to allow more direct transmission between the field and the PC which is to centralize the results. The questionnaire design and retrieval of data can thus be carried out remotely, using a simple PC with an email connection.

A field team equipped with PDA's running Ethnos CAPI will be about 3 times as fast as one with pen-and paper equipment. Ethnos CAPI ensures the ideal level of automatization and ergonomy, integrating the whole process from designing the questionnaires to obtaining the graphical end-results.

CAPI, sliding-scale prices on supplementary desktops starting from the 11th. Consult us for details.

Prices of ETHNOS CAPI and PANEL MANAGER

Ref.	Description	Price
Ref. CAPI-SK	CAPI Starter Kit : 5 data entry licenses (needed Ethnos)	1.000 €
Ref. PCAPI-E2	6 to 10 Data entry CAPI desktops (for each desktop)	100 €
Ref. PMW1-S1	PANEL Manager Standard version	1.150 €
Ref. PMW1-S2	PANEL Manager Standard version - extra desktop	800 €
Ref. PMW1-PR1	PANEL Manager PRO version	3.850 €
Ref. PMW1-PR2	PANEL Manager PRO version - extra desktop	1.550 €

Question up to 4,000 people in just a few seconds

InterACT

Just as OMR Manager has revolutionised the Optical reader market, InterACT is making waves in interactive meetings.

The system of interactive voting with the aid of vote pads, has been in use for several years to capture peoples' reactions to questions displayed on a large screen But up until now, it was imperative to prepare the content of the meetings very accurately in advance, and it was impossible to add questions as you went along.

The answers collected from the group were reprocessed and analysed later on , but in the absence of a professional combined software and vote pad system, the management of such meetings was confined to specialists.

With InterACT, the user has a tool which enables them to easily design an interactive scenario and then to simply control the displaying of questions and the collecting of answers.

The questions can be typed in before, or even during the meeting, which opens up totally new perspectives for example questioning a group on themes thought up on the spot, or follow-up questions.

InterACT takes advantage of multimedia for example by using sounds, images and special effects to accompany the question screen, by inserting video sequences, external animations such as diaporama Powerpoint etc, and by using other software for example CAI etc.

InterACT enables the user to display in real-time, if desired, the results tabulated in any form. It is also possible to give different weightings for each vote pad, which proves useful for assembly votes, and to manage the answers considered correct (as in tests).

Multiple applications

A true tool for conducting interactive meetings and for managing assembly votes, InterACT can also be used for training purposes as a tool for animating sessions, collecting expectations or opinions, on the spot assessments, evaluation situations, exams etc. It can also be used for marketing purposes, to conduct interactive surveys, giving the opportunity to ask unforeseen questions.

InterACT can also drive different types of existing vote pads. Vote pads can be bought or hired occasionally.

INTERACTIVITY

The first integrated system for individual or collective tests and assessments.

Test System

Test System is a simple and powerful system for administering all types of tests, directly on screen.

Test System consists of a Master module dedicated to administration and "Pupil" modules to be installed on an unlimited number of desktops in order to extend the range of services performed: knowledge assessment tests, training in autonomous mode...

TEST system is the first simple and powerful method of taking into account all the different possible ways of carrying out evaluation tests. Based on libraries of questions drawn from the ETHNOS format, TEST system enables you to put together training tests or exams by random draw or by well-thought out choice. These libraries can combine detailed answer copies as well as different multimedia elements such as images, sounds, films and external programs (CAI etc).

TEST system manages a database of masters (trainers) and pupils (trainees). The masters can set up new libraries, design special tests and control the right of access for their pupils. The pupils are allocated to groups, for example according to class, training, level, module etc, and have access to the libraries and tests which are earmarked for them.

Access to the questions can be organised in different ways:

◆ On the network

Using any pupil workstation, the pupil types in his identifying code and then has a choice of training or a test or exam. If he wishes to practise, the system offers a choice of subjects and asks the pupil to select a number of questions. These questions are automatically

drawn from the appropriate library and are clearly displayed on the screen.

The pupils can assess themselves and make progress by consulting the detailed corrected answers, which can be linked to the questions.

If they wish to sit an exam, whether a mock or real one, TEST system puts forward a list of those exams which have been designed for the students or their groups. These tests are put together by the teacher and contain questions chosen from the library.

◆ On disk

The master chooses or draws questions at random from the libraries, then copies autonomous disks to deliver to each pupil. Every student can use their disk with any type of computer, provided it is equipped with Windows 3.x or 95. When the disks have been returned, the master can automatically retrieve them and publish the results obtained by each pupil.

◆ On paper

The master selects or draws questions at random from the libraries, then he selects printing on traditional paper. If he has OMR Manager at his disposal, the layout and editing can be done automatically confirming to the requirements of the optical reader or the

scanner. As soon as the questionnaires are completed and returned to the master, he can then enter the answers given by his pupils or put the documents through an optical reader or scanner to be read, before printing the individual results.

◆ By vote pads

TEST system teams together with InterACT to enable tests to be carried out on a group of students, who reply by using individual identified vote pads. The results can be displayed immediately or can be published later on.

Also available are several libraries of questions designed by specialists in different school or professional subjects.

For further information please contact us on (33) 4 7854 6400

Prices of INTERACT and TEST SYSTEM

Réf. INTV20	InterACT version for 20 voting pads	1.450 €
Réf. INTV50	InterACT version for 50 voting pads	1.950 €
Réf. INTV100	InterACT version for 250 voting pads	7.650 €
Réf. INTKB20	InterACT + 20 voting pads + reception set.	6.970 €
Réf. TSTM1	TEST System	2.210 €

PACKAGES

A
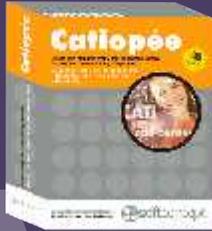
Réf : PACKCATI2A

~~10 095 €~~$_{ex.VAT}$
8.580 €$_{ex.VAT}$

CATI system 10 desktops

**ETHNOS + CATIOPEE Starter Kit
(Server + administrator) +
CATI Licenses pour 10 data entry stations**

This pack enables you to set up and manage a 10-station CATI cell. You can:

◆ design your questionnaires using ETHNOS,
◆ link them to call bases and deploy them for data entry,
◆ follow the call action via the administrator module,
◆ process, analyse and present the results using ETHNOS

B

~~5.595 €~~$_{ex.VAT}$
4.865 €$_{ex.VAT}$

**ETHNOS + NET Survey
Company version**

This pack enables you to independently carry out surveys via Internet or Intranet. You can:

◆ design all types of questionnaires,
◆ place them on a site (in HTML or CGI) or broadcast the forms by mail to predefinded recipients,
◆ retrieve responses directly in ETHNOS format, for analysis.

Réf : PACKNS2B

Internet/Intranet Surveys
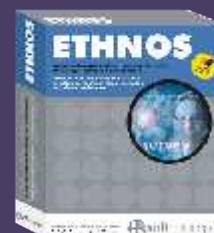
Optical reading & analysis

ETHNOS + OMR Manager
+ Axiome 930 one-sided optical reader

~~11.290~~ €ex.VAT
10.050 €ex.VAT

This pack enables you to:

- design your questionnaire using ETHNOS
- complete the page layout for the optical reader and print it using OMR Manager
- read the completed questionnaires using OMR Manager, with the help of the optical reader
- process, analyse and present the results using ETHNOS

Scanner reading & analysis

ETHNOS + OMR Manager Scan version
+ Canon DR-3060 Scanner

This pack enables you to carry out the same operations as pack C, but is equipped with different reading equipment (recommended for smaller volumes) which however ensures a high reading speed of 20 pages per minute, in double-page mode.

Furthermore , this solution enables text zones to be taken into consideration and stored for deferred entry.

~~9.225~~ €ex.VAT
8.195 €ex.VAT
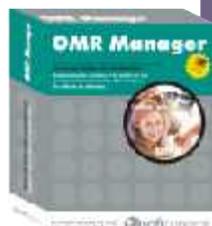
INFORMATIONS & DOCUMENTATION

INFORMATION

Please do not hesitate to contact us at (33)4.78.54.64.00 for all details concerning the products and services presented in this catalog. We can set up a free estimate upon request.

DOCUMENTATION

- Product brochures can be sent to you by fax upon request. Contact us:
- by telephone, at (33)4.78.54.64.00 or at (33)1.44.545.545
- by fax, at (33)4.72.33.19.91 or at (33)1.44.545.540

on our site www.soft-concept.com

EVALUATION VERSION

You may order an evaluation version of each product at the unit price of 65 Euros HT (complete version, with limited capacities as to the number of individuals handled, printing and/or saving).

This price is deductible in case of eventual purchase of the complete version.

DÉMONSTRATIONS

To receive the schedule of coming demonstrations of our products in Paris, Lyon or in your city (during the Ethnos Tour de France), call (33)4.78.54.64.00.

BENEFITS AND SERVICES

As well as organising training sessions for its software, SOFT CONCEPT assures different types of benefits for its clients.

FORMAT / PRINTING

We can format and print questionnaires on paper for manual, optical or scanner data entry.

These questionnaires can be produced

- On various mediums ie. formats, colours
- On laser or offset colour printer

They can be numbered and/or personalised with names, addresses, bar codes etc.

We have innovative ways of binding questionnaires of several pages and for providing special forms, with self-adhesive envelopes or tear off parts.

MANAGEMENT OF THE DISPATCHES AND THE RETURNS

SOFT CONCEPT can relieve users of the burden of handling the dispatch of questionnaires and or the returns by normal envelope or by pre-paid envelopes, provided by the client or printed ourseleves.

The opening of envelopes, the checking and marking of returns and any follows ups can also be done.

DATA ENTRY AND OPTICAL READING

We can carry out the data entry of your questionnaires by keyboard, optical reader or scanner.

Ideally it is best to consult us before you eventually print and distribute your questionnaire in order that we can help you to obtain the best presentation for quick optical data entry.

At the close of the data entry or the automatic acquisition of data stage, we can provide you with a database under ETHNOS that you can process with your copy or with the results productions that you request. The copies can be produced in black and white or colour and on paper or on the screen.

COUNTING ASSISTANCE

You can also consult us to obtain the best set-up and processing for your questionnaire. We can help you with any special operations like the transfer of data, merging of surveys, analysis of data etc.

INTERNET SURVEYS

We can display your questionnaires on our Web site.

Access to your questionnaires can be either free or protected by a pass word which you convey to the respondents. The replies received for you are sent in the ETHNOS format.

REFERENCES

Aérospatiale - Afnor - Air France - Air Liquide - Alcatel Business Systems - Allium Compu'Train - Andersen Consulting - Anpe - Antea - Apec - Atral - Autogrill - Autoroutes (SAPRR, SAPN) - Aventis Cropscience - Axa Conseil - Axa Gie - Axa Gito - Banques populaires Assurances - Banque Scalbert Dupont - Bayard Presse - Bayer Diagnostics - BHV - BMG France - Caisse des Dépôts - Caisses d'Epargne - Caisse de Retraite des Notaires - Cap Sesa Formation - Carglass - Carlson Wagon-lit Travel - Carrefour S2P - Casino - CEA - Cegos - Cencep - Centre d'Etudes Nucléaires de Grenoble - Cereq - CETE Apave - CFPB - Chambres des Métiers - Citroën - Cofinoga - ConsoCHD - Groupe Compass (Allemagne, Argentine, Autriche, Belgique, Espagne, France, GB, Pays-Bas, Portugal, Suisse, Maroc, Mexique, Vénézuéla) - Contours - Cour d'appel de Douai - Crédit Agricole - Crédit du Nord - Crédit Lyonnais - Crédit Mutuel - Cristal d'Arques - Customer Link - Dassault Aviation - Dekra-Veritas Automobiles - Deloitte & Touche Tohmatsu - EDF-GDF - Edhec Lille & Nice - ENST Bretagne - Epson France - Eurest France - Eurocontrol - Force Plus - Formatick - General Motors - Générale Sucrière - Grolier Interactive (Club Internet) - Groupama - FNMF - Française des Jeux - France Telecom - GMV Conseil - GSI Transport - IDG communication - IFCAM - Immobilière 3F - Insa de Lyon - Insa de Rennes - Institut Français du Pétrole - INSEE - INTEFP - ISS - KeyData - Kookaï - Kuoni - La Française des Jeux - La Poste - Laboratoires Abbott - Laboratoires Glaxo - Laboratoires Lilly - Léon Fargues - L'Oréal - Menuiseries Lapeyre - Mediatec - Phone-Marketing - Le Printemps - Locamion - M6 Web - Mack Trucks - Mafpen - Marine Nationale - MBK - Michelin - Millipore - Ministère des Affaires Sociales - Ministère de la Culture - Ministère de l'Education Nationale - Ministère de l'Intérieur - Mutuelle des Caisses d'Epargne - Mutuelle des Motards - NCR France - Nestlé Suisse - OPAC - Pernod-Ricard - Pierre Fabre-Cosmétiques - Potain - Price Waterhouse Coopers - Prolabo / Merck - Préfecture d'Ile de France - Promodès - PTT/DGP - Radiall - Radio NRJ - Radio RTL2 - RATP - Renault VI - Rhône-Poulenc - Royal Canin - Sagem - SCRL - Service de Navigation - Sextant Avionique - Sodexho - SB Alliance (Bongrain) - Sepcom - SGS Consumer - SIRIF - SNCF - Sollac - Spontex - Système U - Téléperformance - Thomson CE - Tissus Boussac - Toponline - UDAF - Université Claude Bernard Lyon 1 - UTC - Valentine - Valéo - Véolia - Visual - Wanadoo ...

Distributor stamp