

## Market Research Solutions

Easily investigate  
**Shopping behavior**



### ABOUT MARKET RESEARCH ORGANIZATIONS

Research organizations around the world obtain information about consumer behavior and market trends from consumer panels. They scan products they bought and send the data to a database.

### FEATURED PRODUCTS: DATA COLLECTORS

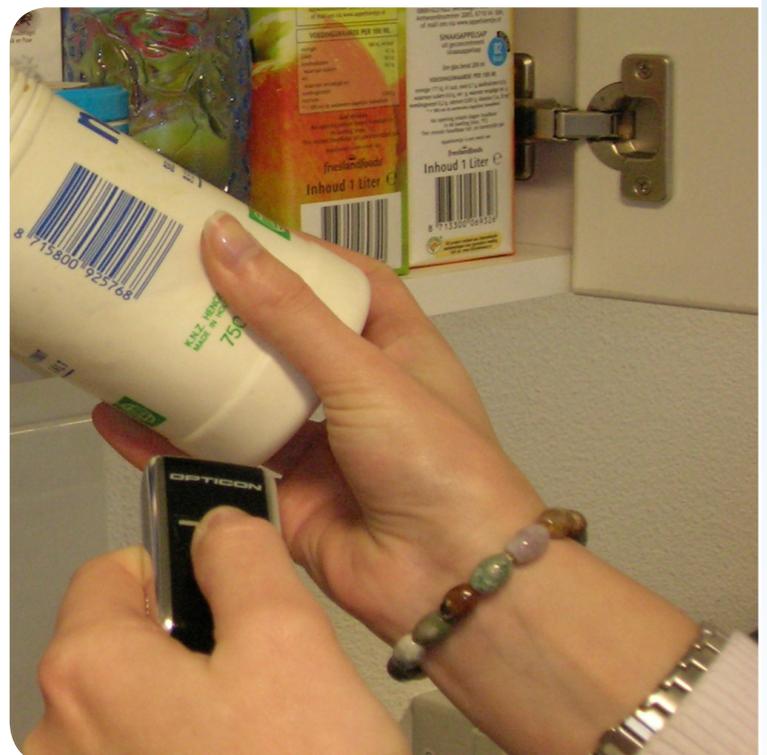
Key features for this solution:

- Simple data input
- Easy data storage
- Transferring information



### INTRODUCTION

Market research is the process of systematic gathering, recording and analyzing data about customers, competitors and the market. In order to optimize productivity and the information flow, Opticon developed scanners for three global research organizations; GfK, TNS and IRI.



## THE PROCESS

Market researchers equip their consumer panels with a scanner in order to obtain consumer behavior in a user-friendly and easy to implement way. With these data, marketers are provided with valuable insight into consumer key shopping behavior. This helps in understanding purchase behavior and shopping patterns for any segment of the population.



## BARCODE SCANNING AT HOME

When the grocery products are bought, consumer panels can simply take the barcode scanner and scan the barcodes on the products. After scanning the products, the scanner can simply be plugged in a cradle or cable, supplied with the scanner. Then the application can be started, which will transfer all of the scanned barcodes from the scanner to the research organizations.

For GfK, Opticon developed a special keyboard layout for the existing PHL1300 and introduced the OPL9727. This solution worked out perfectly for the ConsumerScan application of GfK. Because of the positive experiences of GfK, TNS showed interest as well. The organization decided to start using the OPL9728, the OPN2001 and the

OPH1003 (now OPH1004), which turned out to be very successful.



Information Resources Inc. (IRI) is situated in the United States. IRI provides market information and solutions for its clients. The organization showed interest in Opticon, since we could offer the best mix of value; a data collector with dry cell batteries and USB connection, the DCL1530. This device allows a simple method of data input with only 3 keys and a display.

## RELATED PRODUCTS



**PHL1300**



**OPL9727**



**OPH1004**



**OPL9728**



**OPN2001**



**DCL1530**

Copyright Opticon. All rights reserved. This information is subject to change without prior notice. For availability, contact your local representative.

MARKET RESEARCH\_001

- **The Netherlands:** Hoofddorp
- **France:** ISSY Les Moulineaux CEDEX
- **Germany:** Dietzenbach
- **Italy:** Castel Maggiore (BO)
- **Spain:** Valencia
- **Sweden:** Järfälla
- **United Kingdom:** Luton, Bedfordshire
- **U.S.A.:** Renton, WA
- **Japan:** Warabi City

- **Taiwan:** Taipei
- **P.R.China:** Shanghai
- **Australia:** Kariong

Opticon Sensors Europe B.V  
European headquarters  
Opaallaan 35  
2132 XV Hoofddorp  
The Netherlands  
phone: +31 (0)23-5692700  
fax: +31 (0)23-5638266  
email: sales@opticon.com  
internet: www.opticon.com

**OPTICON**  
WWW.OPTICON.COM