



A Member of the GfK Group

who uses IFRView

MARKETING
SALES
PLANNING
MERCHANDISING
PROMOTIONS

From Planning to Promotions, Marketing to Merchandising and Sales, IFRView is used by multinational companies to gauge causal performance on retail shelves, print advertising or on the web.

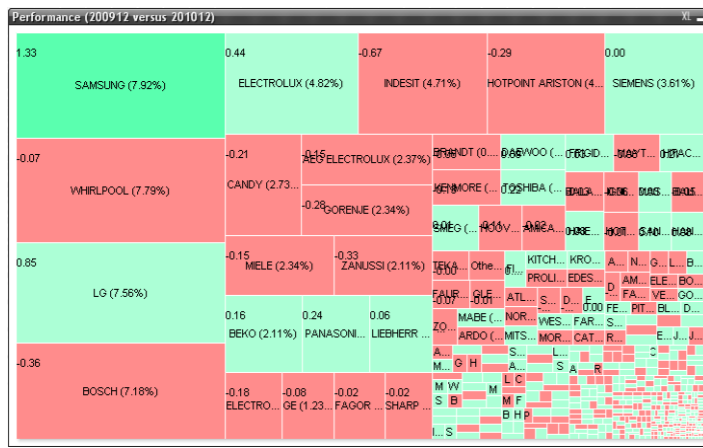
IFRView has been developed from the ground up. Every facet of this unique interface is packaged with features you'll use every day.

Take a test-drive NOW.
IFRView@ifrmonitoring.com



IFRView

Platform Overview



DYNAMIC, INTUITIVE CLICK-THROUGH CHARTING
IFRView's charting comes alive as you click. Drill-down into any chart by dragging a selection with your mouse. Instantly the chart adapts to the new filter.

Transform your workspace

DISCOVER A NEW WAY TO ANALYSE CAUSAL DATA

Need to benchmark your brand performance at a country level? Region? Or down to a specific store? IFRView's intuitive click-through interface allows you to discover results fast, and to share them with your colleagues in real-time. All charts and tables are exportable into spreadsheets or presentations.



BUILT-IN SOLUTIONS

Built for business. Designed for business. IFRView has a comprehensive gallery of preloaded reports and views in a ready-to-use format.

CUSTOM SOLUTIONS

Create flexible customized reporting and dashboards on the fly with ease, and share with colleagues across the organization with a single click. IFRView also allows for integration of company-specific data for exclusive and internal sharing.

PORTABLE SOLUTIONS

Take IFRView with you. It's portable and works on Android, iPhone, iPad, and most browser-based notebooks or tablets.

flexible, adaptable results in an instant

IFRVIEW KEY BENEFITS

- 24/7 ALWAYS ON-LINE
- INTUITIVE DASHBOARD
- FEATURE-RICH CHARTING
- MULTI-SOURCE (SHELF, PRINT ADS, WEB)
- MULTI-COUNTRY ANALYSIS
- DYNAMIC DRILL-DOWN & UP
- DESKTOP OR PORTABLE APPLICATION
- BUSINESS-READY REPORTS

TECHNICAL SEGMENTATIONS

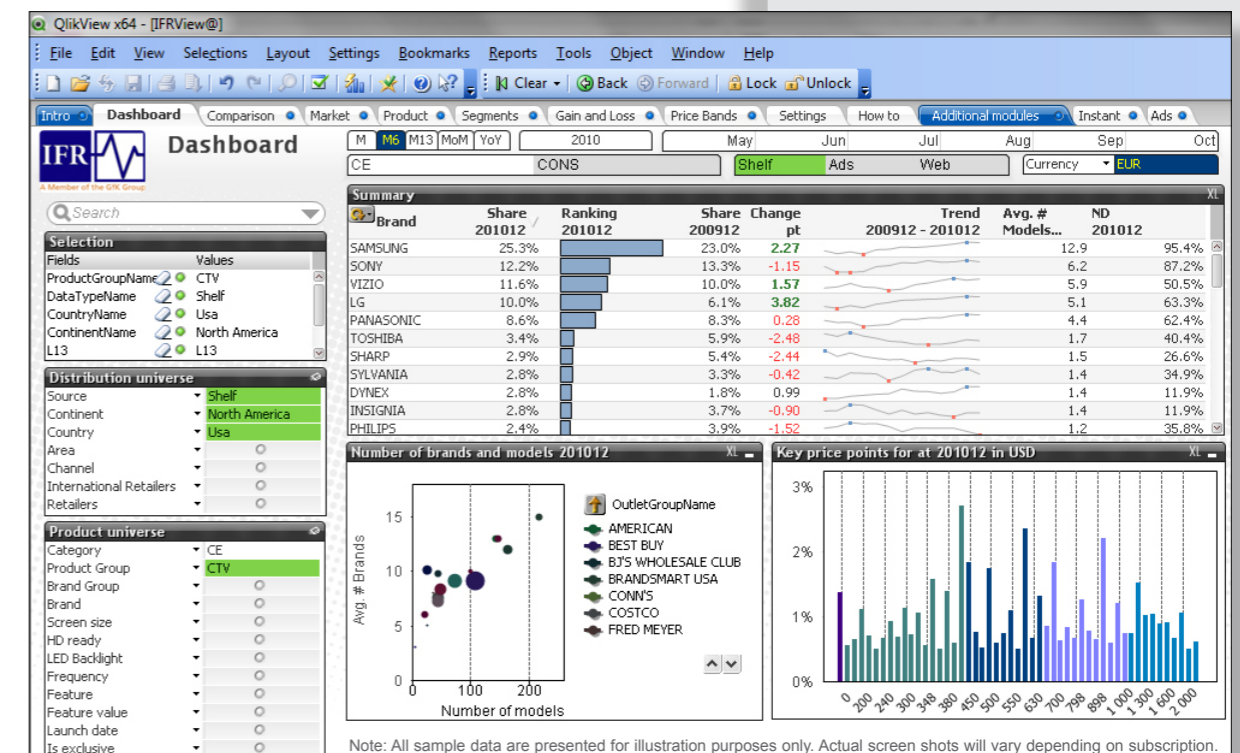
As technology changes and new products emerge, IFRView provides analysis through share evolution and pricing by key technical segments -- ensuring visibility of strong technology trends in the marketplace.

IFR uses the GfK Retail & Technology product feature database -- providing you with access to thousands of product specifications with just a click.

- Watch new feature trends evolve.
- Benchmark features against one another to evaluate share growth.
- Check which features are more prevalent on Shelf versus Print Ads or Web.
- Compare features by Brand, Brand Group or by Retailer.

IFR Segmentation (201008 -> 201010)									
	201008			201009			201010		
	Avg. Price	Share %	ND %	Avg. Price	Share %	ND %	Avg. Price	Share %	ND %
LDC 15-16 Inches	134.51	1.24	58.93	135.15	1.14	58.48	138.44	1.01	52.00
LDC 17-19 Inches	214.89	9.89	95.54	216.41	8.90	95.54	213.49	8.72	95.56
LDC 20 Inches	357.67	0.04	2.23	343.00	0.02	1.34	390.00	0.01	0.89
LDC 21 Inches	183.50	0.04	2.68	197.64	0.07	4.91	206.50	0.09	5.78
LDC 22-23 Inches	270.46	8.14	92.41	272.38	8.56	95.09	272.40	8.83	94.22
LDC 24-25 Inches	237.07	0.64	34.82	240.43	0.91	48.66	230.98	0.88	42.67
LDC 26 Inches	371.11	6.16	95.54	371.02	5.99	95.54	369.65	5.84	93.33
LDC 31-32 Inches	544.11								
LDC 33-39 Inches	700.65								
LDC 40-42 Inches	954.68								
LDC 43-49 Inches	1,267.00								
LDC 50 Inches and ...	2,187.16								

Hit List with Features (201010) in EUR				
Brand	Product	ND %	MFP	Frequency
SAMSUNG	LE 32 C 450	77.33	349.00	50 Hz
SAMSUNG	UE 40 C 5100	76.00	849.00	50 Hz
SAMSUNG	LE 40 C 530	73.33	589.00	50 Hz
SAMSUNG	LE 46 C 530	68.89	799.00	50 Hz
SAMSUNG	LE 32 C 530	64.89	449.00	50 Hz
SAMSUNG	UE 32 C 5100	62.67	649.00	50 Hz
PHILIPS	32 PFL 5405 H	62.67	499.00	100 Hz
SAMSUNG	UE 40 C 6000	62.22	999.00	100 Hz
LG	42 LD 420	60.89	549.00	50 Hz
LG	32 LE 5310	60.44	699.00	100 Hz
LG	37 LE 5310	58.67	799.00	100 Hz
SONY	KDL 40 EX 600	57.33	799.00	50 Hz
PHILIPS	42 PFL 5405 H	56.89	699.00	100 Hz
SAMSUNG	LE 40 C 750	56.89	1,090.00	200 Hz



PRICE BANDS

Pricing can vary considerably in any product category. Use predefined quartiles or create price bands on the fly to dynamically distribute shares according to the price bands you specify.

ONLINE 24/7

IFRView is online 24/7, accessible from anywhere, and virtually any platform.

