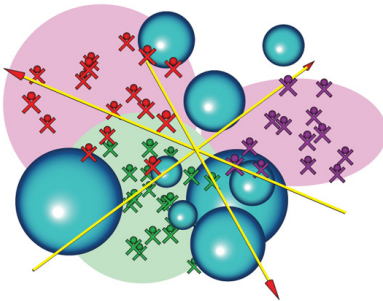




The Institute for Perception

Developing, Applying, and Communicating Advanced Research Tools for Human Perceptual Measurement



IFPrograms™

IFPrograms is a software suite designed specifically to provide market researchers, sensory scientists, and product developers with advanced analytical capabilities to meet a wide variety of challenges in sensory and consumer science.

Features, Levels, & Pricing:

	Tools	Standard	Enhanced	Professional
Discrimination, Rating, and Preference Investigations				
Difference and Similarity Testing	✓	✓	✓	✓
Sample Size Calculators	✓	✓	✓	✓
Power Estimation	✓	✓	✓	✓
Replicated Testing	✓	✓	✓	✓
Rating Scales	✓	✓	✓	✓
Preference with/without No Preference	✓	✓	✓	✓
Landscape Segmentation Analysis®				
Dimensionality		2D and 3D	2D and 3D	2D and 3D
Liking and Profile Predictions		✓	✓	✓
Demographic Effect Investigations		Basic	Advanced	Advanced
Portfolio Optimization			Basic	Advanced
Prototype Performance Prediction				✓
Maximum Dataset Size for Landscape Segmentation Analysis®		15 stimuli 250 assessors	25 stimuli 500 assessors	50 stimuli 1,000 assessors
Combinatorial Tools				
Graph Theoretic Analysis			Manual 25 vertices	Automatic 50 vertices
eTURF				✓
Annual License Fee: <small>(group licensing available)</small>	\$450	\$950	\$2,450	\$4,950

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