

Sensory Computer Systems

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SENSORY TESTING / MARKET RESEARCH SOFTWARE PROGRAM ENHANCED

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Morristown, NJ, January 12, 2006 - Sensory Computer Systems today announced the newest release of the Sensory Information Management System 2000 for Windows/XP/2000/2003, SIMS 2000 version 6. The program fully automates the collection and analysis of sensory testing and market research data. Unmatched power, flexibility, and speed combine to make SIMS 2000 the perfect automation tool for any Sensory or Market Research department. SIMS 2000 integrates all phases of consumer research testing, including the design, execution, and analysis functions, into a simple and flexible software program that saves time and money.

SIMS 2000 version 6 incorporates many new features to improve program flexibility and performance. The software is fully compatible with the Microsoft SQL Server 2005 platform for database support, including the free, easy-to-use, lightweight SQL Express Edition. Advanced Statistical Analysis capability has been enhanced to work with JMP from SAS Institute, adding to the already comprehensive statistics and reporting features throughout SIMS 2000. The Panelist Credits Rewards System improves customer control of the sensory or market research testing budget.

“SIMS 2000 increases productivity in every step of the sensory and market research testing process,” said John Ream, Managing Director of Sensory Computer Systems. “And, with the immediate results SIMS 2000 offers in the form of statistical reports and graphs, test administrators no longer have to spend valuable time inputting and analyzing test results.”

Beginning with industry standard descriptive, affective, discrimination and consumer tests, SIMS 2000 allows users to work in an easy question and answer format. This format specifies sensory test standards including presentation methods, rotation plans for both complete and incomplete block designs, and randomization.

Wizards, menus and pop-up lists simplify complex user choices. Once a test is designed, test administrators can conduct sample sessions right on their PC workstations, allowing them to quickly identify problems and refine test procedures. SIMS 2000 automates data collection, speeds input and reduces errors by both testers and sensory technicians. SIMS 2000 also improves data quality by eliminating keypunch errors and missing data.

“We can now offer our customers a cost-effective way to get the quickest most accurate results possible,” said Paul Lichtman, Director of Strategic Planning for Sensory Computer Systems. “SIMS 2000 is truly what the Sensory Testing and Market Research Testing industry has needed for a long time.”

Sensory Computer Systems has been providing software solutions to the industry since 1986. World-wide clients already using SIMS 2000 include Procter & Gamble, Gillette, HJ Heinz, Cargill, Pepsi, Nestle, Avon, Pfizer, Pizza Hut International, RJReynolds Tobacco, Firmenich, Taco Bell, Fort James Corporation, U.S. Army, Takasago, Reckitt & Colman, Reckitt Benckiser, University of Maine, University of Minnesota, Utah State University, Virginia Tech, Cosmair Cosmetics, Loreal, Matrix, Georgia Pacific Corporation, Michigan State University, Tuskegee University, Sanitarium Australia Health Food Company, Nabisco, Warner-Lambert, MTL-ACTS Bureau Veritas, Bolthouse Farms, AHoldUSA, Jack In The Box, Cadbury Schweppes, and many more.

For more information on SIMS 2000, please contact Sensory Computer Systems.

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