

**Why you'll enjoy
working with
Reymer & Gersin Associates**

We're a highly-specialized marketing research firm.

The only thing we research is people's reactions to telecommunications services, media, and consumer electronics. We've been doing it for fourteen years.

Our 110-person staff specializes in researching...

Videotex information services

- Electronic newspapers and magazines
- Banking at home
- Electronic shopping guides and ads
- Shopping at home
- Electronic mail
- Business videotex services

Broadcast & cable tv

Radio

Telephone services and equipment

Consumer electronics

- TV-related electronics products, including:
 - Home computers
 - Video games
 - Video recorders

We've conducted more research on videotex services and equipment than any other U.S. firm. We've studied how consumers use videotex during in-the-home trials. We've utilized qualitative research to discover the best way to design videotex services. And we've conducted huge quantitative projects such as our 6000-person National Electronic Home Services Test.

We are researching the launch of the first color-graphics videotex system in the U.S., Viewtron®, on behalf of AT&T and Knight-Ridder's Viewdata Corporation of America. Our research is also being used by Videotex Information Corporation for the launch of the first U.S. color-graphics business videotex system, VideoLog™.

Our heavy involvement in studying information services began years ago as an outgrowth of the considerable research we do in measuring how people use television.

A list of clients we have worked for within the past year may be found on the next page. Almost all of our research is custom-designed on a proprietary basis for each individual client.