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**FOR IMMEDIATE LOCAL RELEASE**

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**NASHVILLE RESEARCH FIRM KNOCKS DOWN LANGUAGE BARRIER;  
20|20 RESEARCH LAUNCHES NEW TECHNOLOGY EXPECTED TO  
SIGNIFICANTLY AFFECT INTERNATIONAL RESEARCH INDUSTRY**

**NASHVILLE, Tenn. (June 17, 2013)** -- A Nashville company has developed new technology that should dramatically speed up international qualitative market research, increase its expediency, lower its cost and virtually change the way researchers manage multi-national research projects.

Moreover, the development could help businesses with international products bring them to market that much quicker.

[20|20 Research](#), a long-time market research technology and services firm headquartered in Green Hills, with projects in more than 65 countries, launched the new tool today capable of instantly translating any of 24 languages and adding in high quality, native-speaking human translations within a few hours. The product is the first real-time integrated human translation platform for online qualitative research. It will allow research professionals in multiple parts of the world to immediately follow discussions in another language, quickly analyze insights and adjust research protocols on the fly.

"Language differences have always slowed progress in multi-national research," said [Jim Bryson, CEO and founder](#), 20|20 Research. "Researchers and clients must wait sometimes weeks on transcript translations in order to analyze findings and/or make any adjustments to a study.

It's a costly, time-consuming process. This new tool will allow researchers in multiple countries to increase the speed with which they handle global research."

Called QualTranslate™, the product uses sophisticated language algorithms to produce online translations in under 60 seconds. A human native language translator can audit the translations, typically within 3-6 hours of each respondent's post, to capture language nuances.

"For instance, If researchers gain insight in a live study in Germany, they can instantly integrate that knowledge into the same study in France," Bryson said. "Maybe in this high technology age this doesn't sound like a dramatic development, but in marketing research, this is a pretty remarkable advancement that will help marketers."

Major languages (i.e., English, Spanish, German, French and Japanese) are in the database, as are Arabic, Polish, Russian, Hindi and 15 others. The product is being rolled out globally to research firms this month.

[20|20 Research](#) has pioneered a number of online qualitative research techniques for researchers around the world. The company was named by GreenBook Research Industry Trends to the Top Ten Most Innovative Research Firms in the World list in both 2011 & 2012.

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