

Sensory Computer Systems

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2011

Description of the modules of the SIMS 2000 software system

1. SIMS 2000 Designer
2. SIMS 2000 Data Collector
3. SIMS 2000 Basic Analysis
4. SIMS 2000 Advanced Analysis
5. SIMS 2000 Advanced Graphics

SIMS 2000 software has always been licensed as "SIMS 2000 Designers" and "SIMS 2000 Data Collectors".

"Designers" means any technician and/or professional user who needs to use SIMS 2000 for various activities, such as setting up questionnaires, experimental designs, starting tests, reporting, etc.

"Data Collectors" are simply your panelist PCs/Booths.

One way to think of a data collector user in contrast to a designer users is that a data collector user station is just that, a data collector, just collecting test data, a panelist booth/table PC. All other SIMS 2000 activities are always performed by a Sensory professional and/or technician using a designer user license, such as ballot/questionnaire setups, experimental designs, test execution, test polling, panelist maintenance, statistical analysis, reports, etc.

All client sites need at least one SIMS 2000 Designer license and one Data Collector license. Our software licensing is 'concurrent', which is more advantageous to you the client, most flexible and economical.

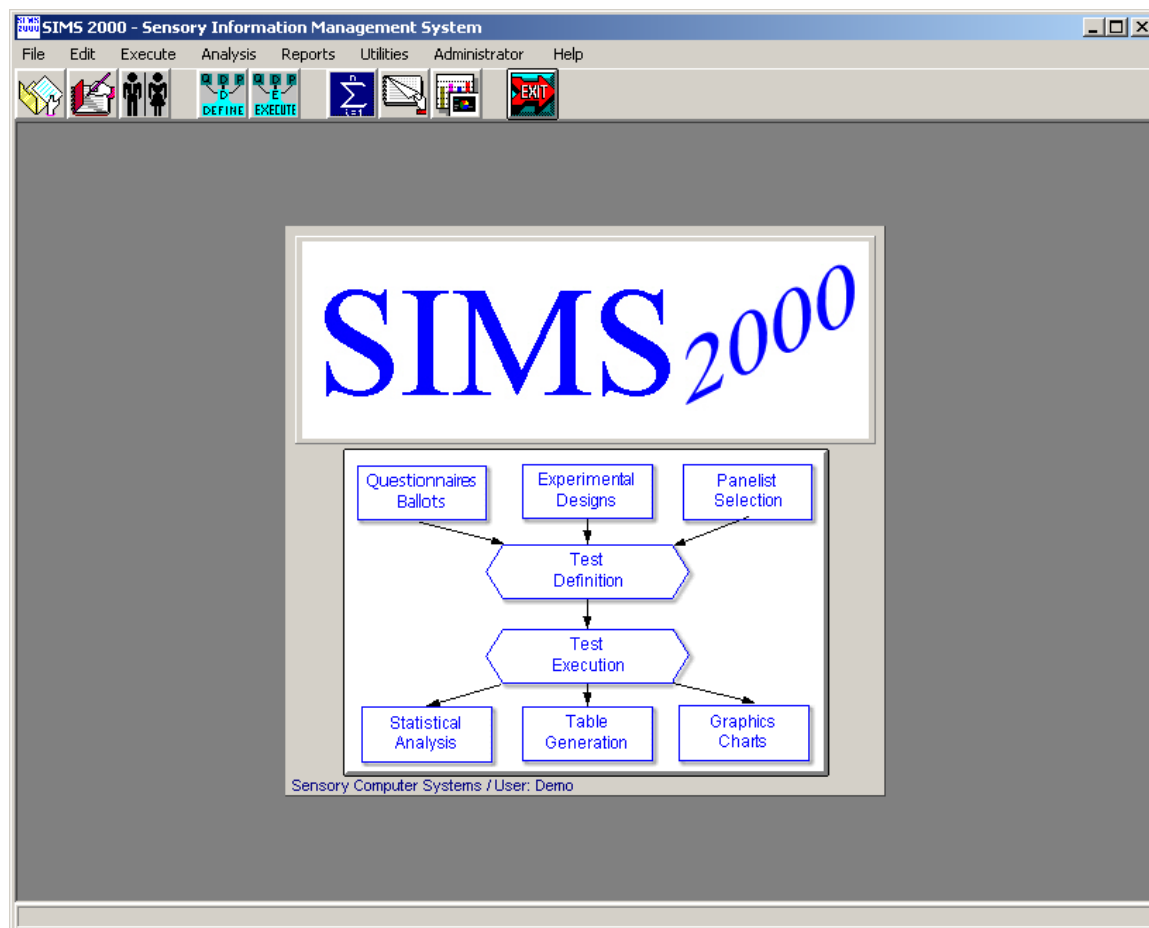
"Concurrent" means we don't care how many of your technicians have SIMS 2000 installed on their PCs, but we do care about how many need to use the application at the same time. The database keeps tabs on number of active designer users.

The cost of every license after the first of each type is steeply discounted which allows us to focus our customer base on established Sensory and Market Research organizations.

1. SIMS 2000 Designer - Main Menu Screen

Technicians Only. Design and prepare all aspects of your SIMS 2000 sensory tests. Ballots & questionnaires, experimental designs, sample rotations, blinding codes, panelist selections, test definitions, avery labels generation, test executions, reports, statistics, graphics.

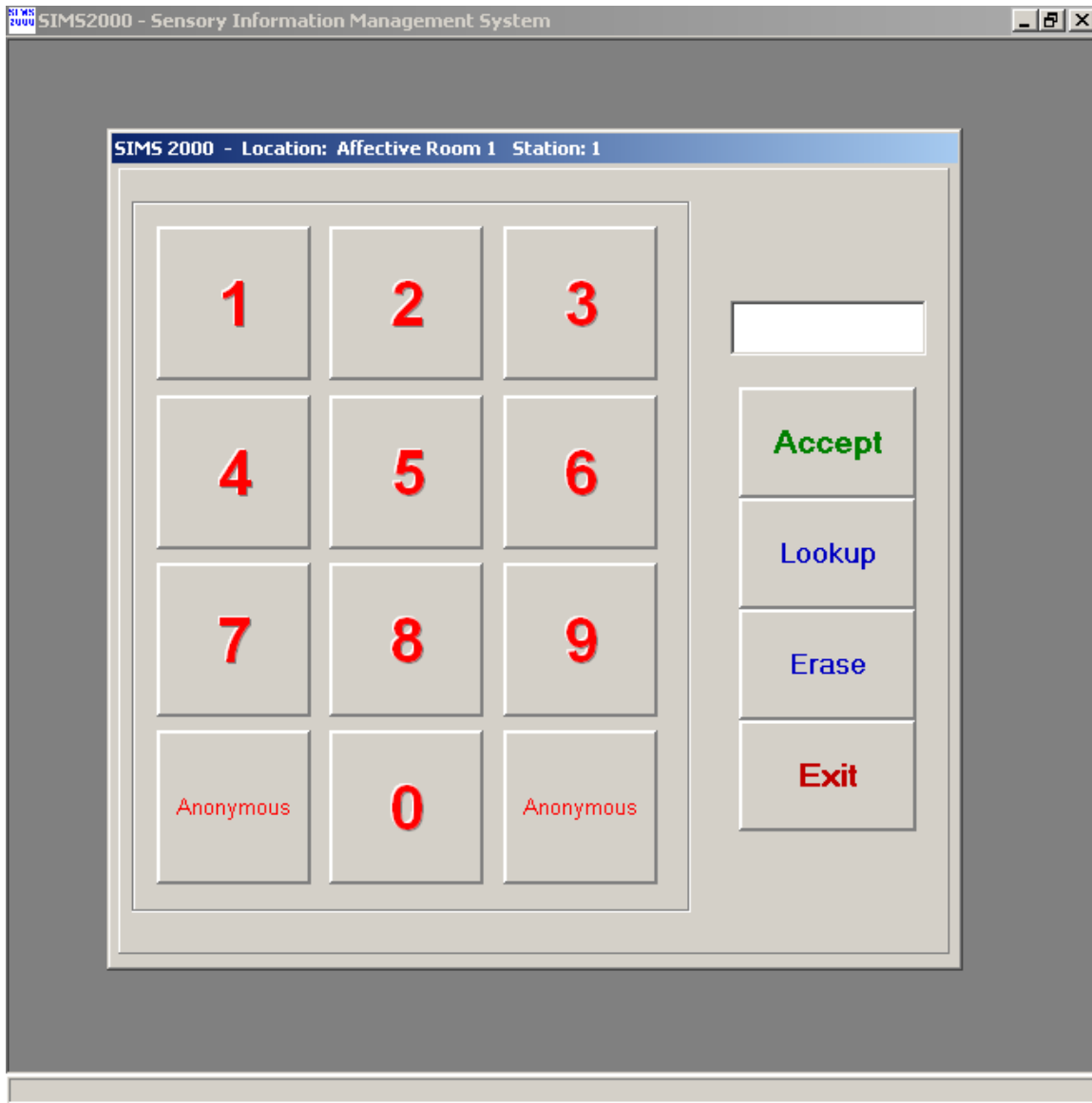
Panelists are never in these main areas of the SIMS 2000 program.



2. SIMS 2000 Data Collector - Main Screen

Panelists Only. This is the panelists test Signin screen. There is also a similar Anonymous panelist welcome screen which does not need a Signin. Technicians can also access these areas.

After this screen panelists are presented with your SIMS 2000 ballot / questionnaire.



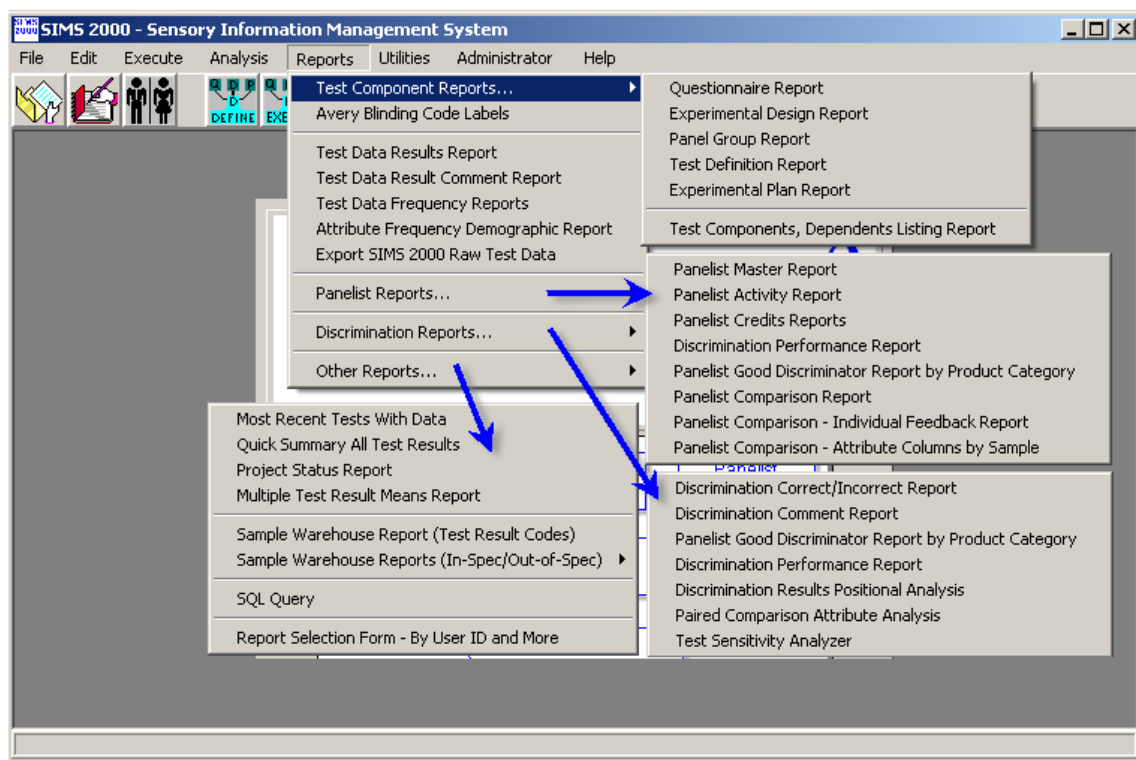
3. SIMS 2000 Basic Analysis

Technicians Only.

All Reports, not inclusive of statistics.

The value and convenience of many of our reports is impressive and widely popular with all of our clients, everyday! Additional information is available at <http://www.SIMS2000.com/Reports.asp>

Parts of these reports may include statistics, which will be included if Advanced Analysis is available.



SIMS 2000 Basic Analysis

Many examples of these reports are available at <http://www.SIMS2000.com/Reports.asp>

Including Data Frequency Report, Quick Summary Basic Stats, Panelist Comparison Reports, Panelist Immediate Feedback Reports, Panelist Credits Tracking Reports, Hedonic Frequency Reports, Hedonic Frequency Report Graphics, Penalty Analysis, Top 2, Bottom 2, Top 3 & Bottom 3 Box Analysis, CrossTabs/Sub-Group Analysis, Continuous Time Intensity Output, Test Sensitivity Analyzer, Paired Comparison Attribute Analysis Reports, and many others.

Raw Data Example: Exporting Raw Test Data to a variety of formats is available, including MS Excel and external statistical packages. This export capability is included with the SIMS Designer license.

SIMS 2000: Export SIMS 2000 Raw Test Data: EXAMPLE1E Affective, Samples=3, Pans=24 EPop

Please Select an Affective/Descriptive Test Result: Records: 29 Code Search:
EXAMPLE1E - This is a subset of Example 1E, use for Exporting Search Now Notes

Show All Hidden Show All Users Quick Summary All Results Codes

Prepare Data Column Options Excel SAS SPSS Others

Prepare Data for Export Columns: 15 Data Rows: 30

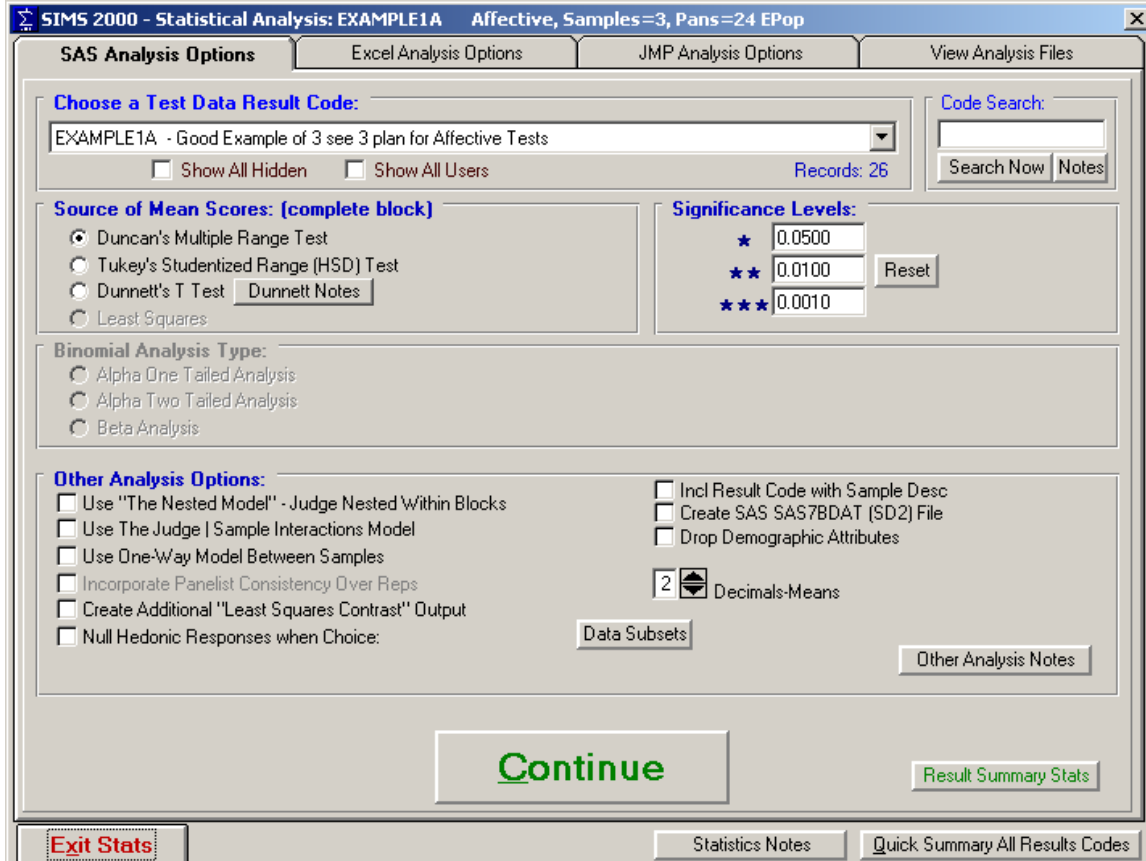
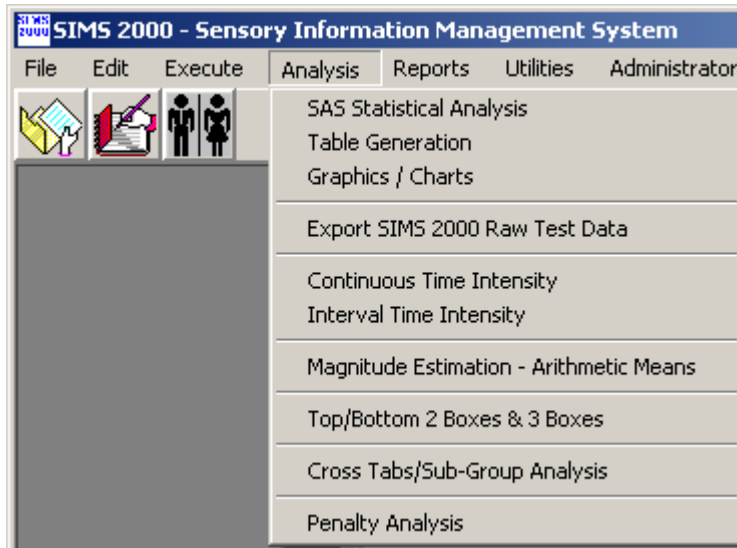
Rep	Block	Judge	Sample	Order	Sweetness	Sourness	Liking	Crisp
1	1	0000090001	1	1	6.4	.	4	
1	1	0000090001	2	2	12	6.1	4	
1	1	0000090001	3	3	3.5	4.1	5	
1	2	0000090002	1	1	4.1	7.5	5	
1	2	0000090002	3	2	11.8	4.3	3	
1	2	0000090002	2	3	1.3	6.3	3	
1	3	0000090003	2	1	4.8	5.9	5	
1	3	0000090003	1	2	9.6	6.5	4	
1	3	0000090003	3	3	3.6	4.5	5	
1	4	0000090004	2	1	2.3	6	2	
1	4	0000090004	3	2	10.9	4.7	5	
1	4	0000090004	1	3	4.6	8.7	4	
1	5	0000090007	3	1	7.1	8.7	3	
1	5	0000090007	1	2	8.6	7	2	

Exit Notes

4. SIMS 2000 Advanced Analysis

Technicians Only.

All Statistical Reports. SIMS 2000 utilizes SAS, JMP, or Microsoft Excel for all Advanced Analysis, leading to Means, P-Values, Significances, Mean Separations.



SIMS 2000 Advanced Analysis

Top Line Report showing Means, P-Values, Significances, Mean Separations

SIMS 2000: Table Generation - EXAMPLE1E

Attribute	Control	Experiment #1	Experiment #2	P-Value	Sig
Sweetness	9.08	6.70	7.40	0.7701	NS
Sourness	8.11	7.14	6.38	0.2155	NS
Bitterness	5.73 ^{ab}	7.22 ^a	5.05 ^b	0.0314	*
Burn	2.11	1.56	1.75	0.4508	NS
Appetizing	1.56	1.78	1.50	0.2642	NS
Purchase	1.22	1.44	1.50	0.7967	NS

Exit Export Table To MS Word Export Table to MS Excel Graphics/Charts

Attribute Controls: Move Up, Drop/Remove, Sort by Attribute Name, Move Down, Insert a Row, Edit Description/Font, Reset, Sweetness

Column Controls: Move Left, Drop/Remove, All Cols Width, Move Right, Curr Col Width, Edit Description/Font, Attribute

Page Header, Page Footer, Printing: (via SIMS2000) Portrait Landscape, Print

Top 2 Bottom 2 Report showing Counts, percentages, P-Values, Significances, Mean Separations

SIMS2000: Table Generation - EXAMPLE1E - Top 2 Boxes (Visually)

Attribute	Control	Experiment #1	Experiment #2	P-Value	Sig
Liking	5(50%)	6(60%)	7(78%)	0.4717	NS
Burn	7(78%)	9(100%)	7(88%)	0.3806	NS
Appetizing	9(100%)	9(100%)	8(100%)	0.0000	NS

Exit All Cols Width Column Width MS Word

Attribute Controls: Move Up, Drop/Remove, Sort by Attribute Name, Move Down, Insert a Row, Edit Description/Font, Reset, Liking, Export Table to Excel, Graph

Column Controls: Move Left, Drop/Remove, Move Right, Edit Description/Font, Attribute

Printing: (via SIMS2000) Portrait Landscape, Print, Page Header, Page Footer

SIMS 2000 Advanced Graphics

Many options for graphics. Graph entire studies, all attributes, or single attribute frequencies

