



Concept Test

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Methodology

- 156 interviews were conducted via the Internet through www.SurveyMonkey.com.
- 123 were from Survey Monkey's panel of respondents; 33 were from soliciting respondents via the Internet.
- 82% of respondents were users of GPS car devices, while 18% were non- users.
- 43% of respondents found entering data on their car GPS "easy" or "somewhat easy," while 57% of respondents found entering data on the GPS "very, somewhat or not too difficult."
- 53% of respondents were male, 47% were female.
- Respondents saw graphics of both the QWERTY Keyboard and the AEIOU Keyboard™ and then asked questions.
- Interviewing took place from October 7 to October 14, 2013.

Main Findings of Research

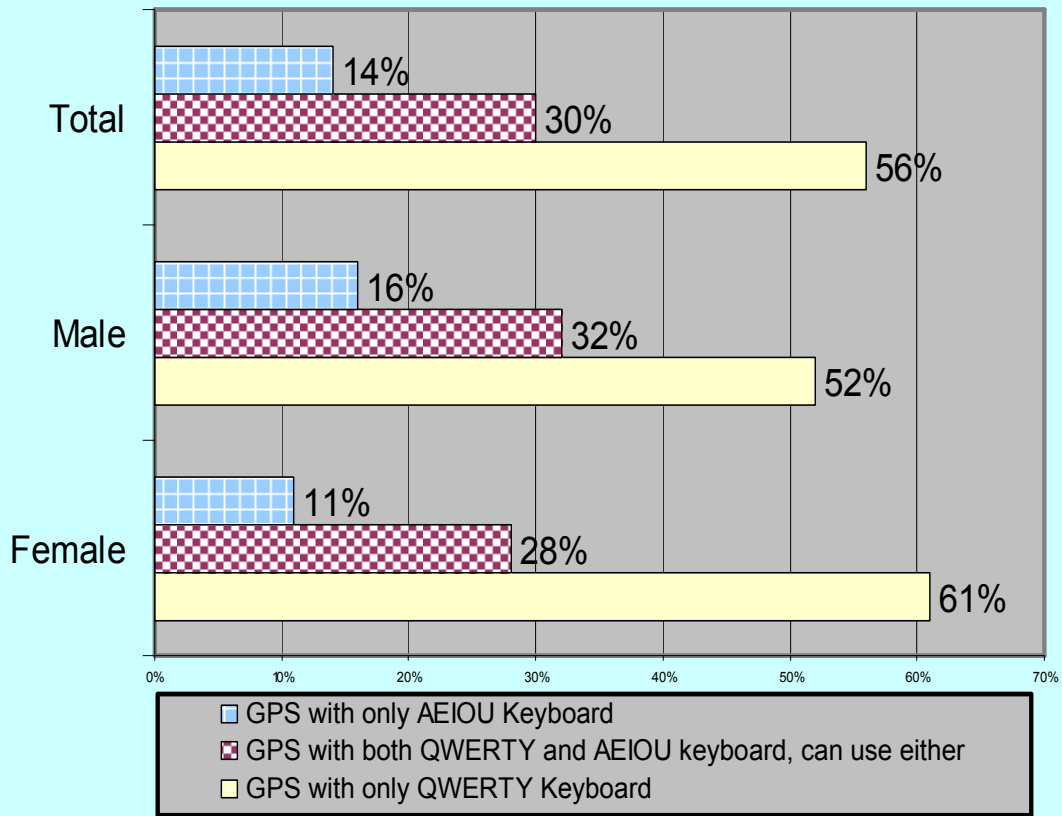
- 44% of total respondents preferred a GPS that offered an AEIOU Keyboard™ on their GPS.
 - Respondents who described entering data on a QWERTY Keyboard as “not too, somewhat or very difficult” were the most favorable to the AEIOU Keyboard™.
 - Respondents who described entering data on a QWERTY Keyboard as “somewhat or very easy were the less favorable to the AEIOU Keyboard™.
- 48% of Frequent and Sometimes users of GPS devices preferred a GPS with an AEIOU Keyboard™ on their device.

If you were buying a GPS, which would you prefer?

- 44% of the sample wanted a GPS device that included an AEIOU Keyboard.
 - 30% wanted both the QWERTY and AEIOU Keyboard on their device.
 - 14% wanted only the AEIOU Keyboard™ on their device.
- 56% of the total sample preferred to have only the QWERTY Keyboard on the GPS device.
- Preference for the keyboard varied slightly by sex, with females slightly more favorable to the QWERTY Keyboard.

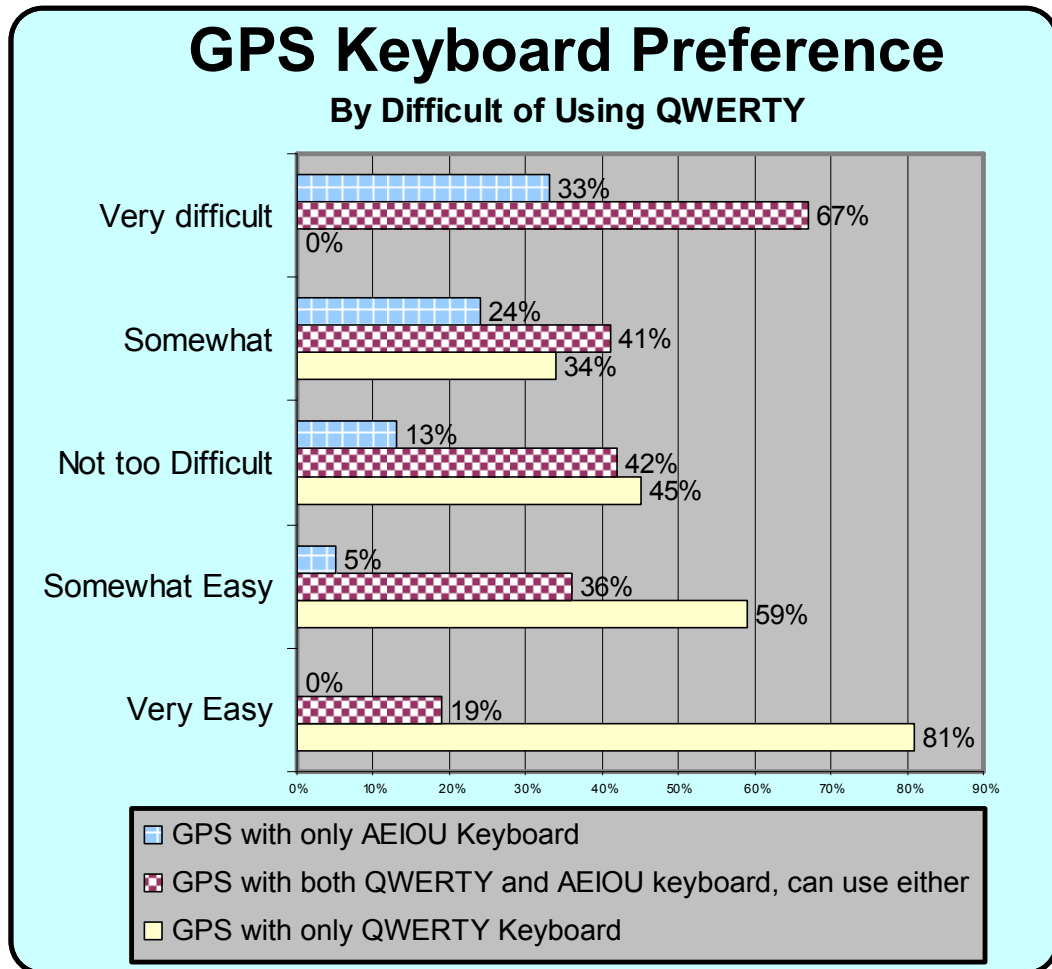
GPS Keyboard Preference

By Total and by Sex



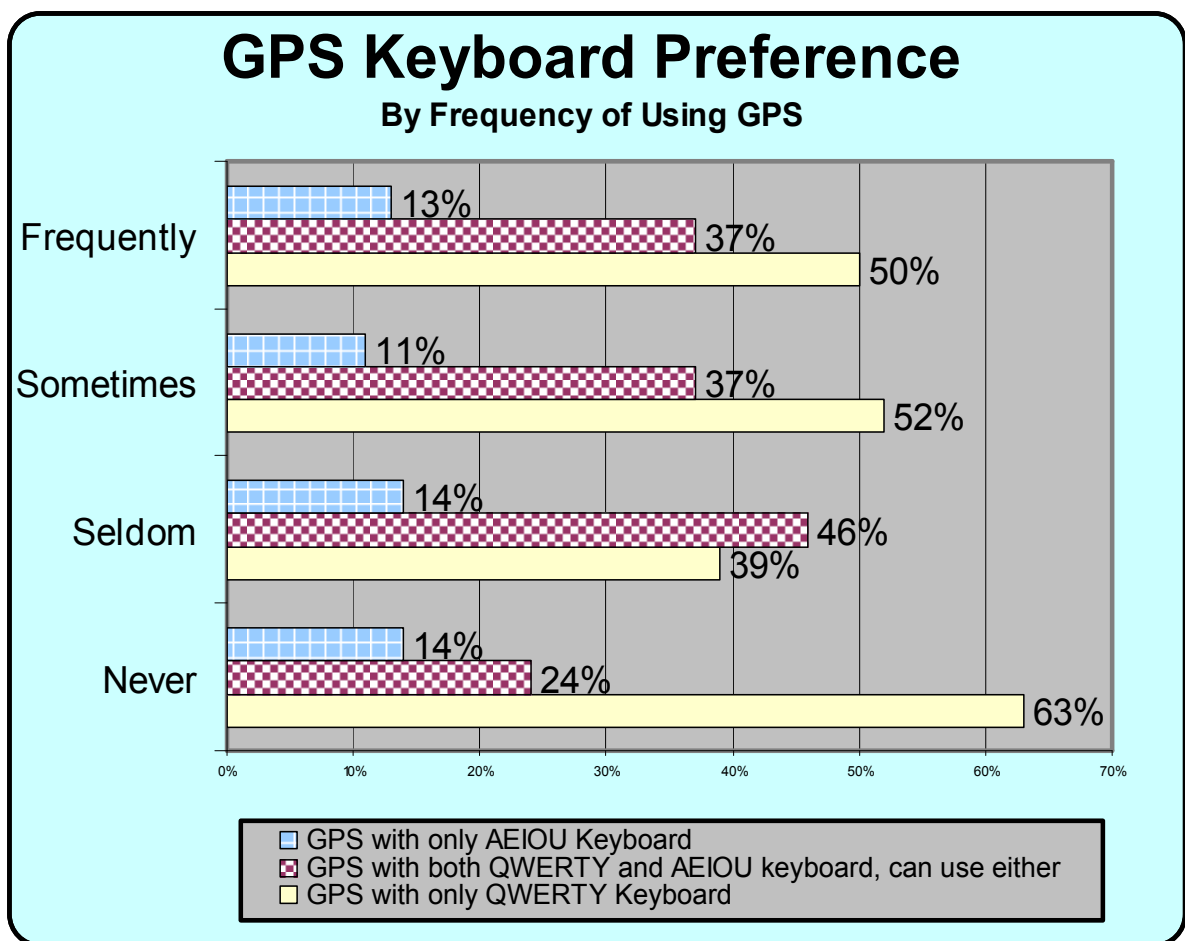
If you were buying a GPS, which would you prefer?

- 100% finding QWERTY “**very difficult**” preferred the AEIOU Keyboard™.
- 65% finding QWERTY “**somewhat difficult**” preferred the AEIOU Keyboard™.
- 55% finding QWERTY “**not too difficult**” preferred the AEIOU Keyboard™.
- 41% finding QWERTY “**somewhat difficult**” preferred the AEIOU Keyboard™.
- 19% finding QWERTY “**very easy**” preferred the AEIOU Keyboard™.



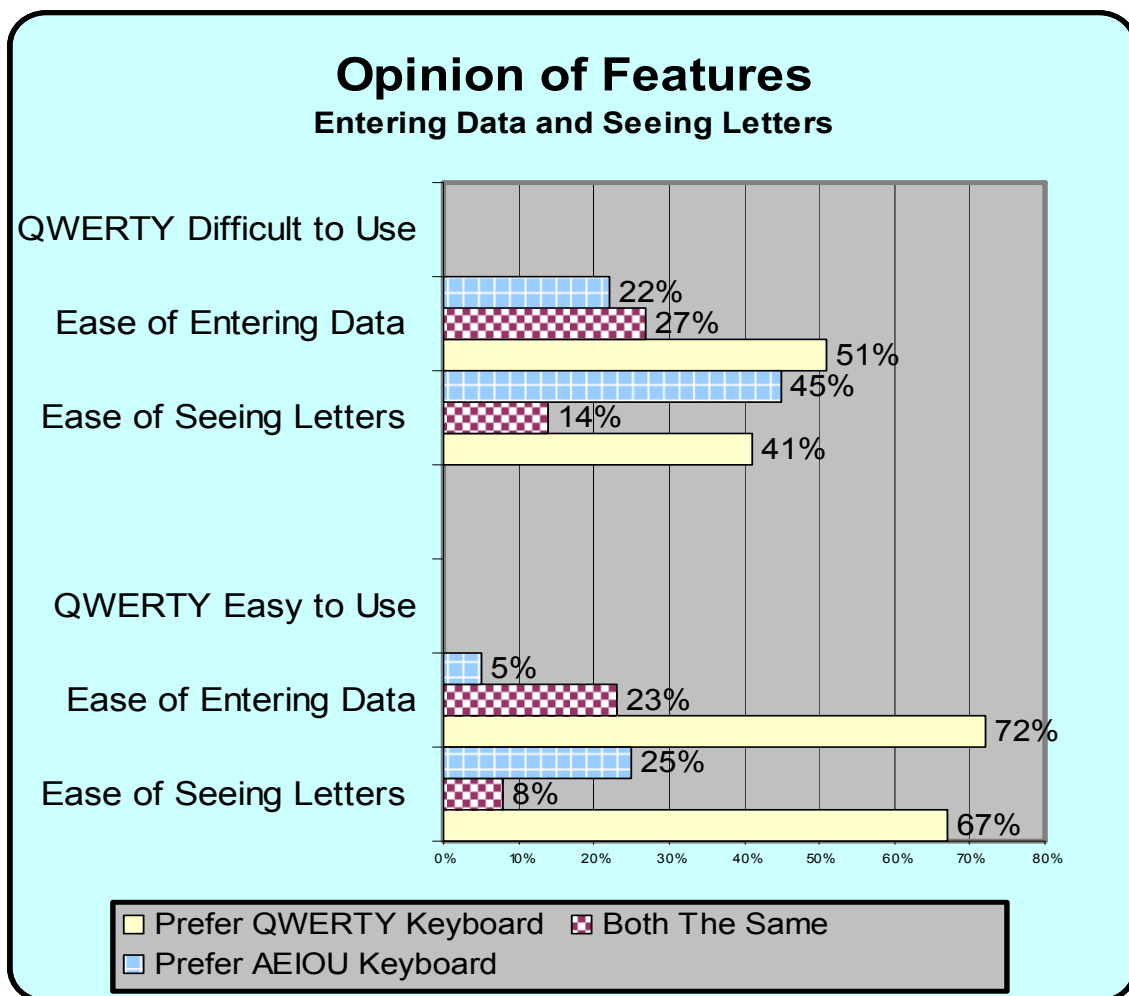
If you were buying a GPS, which would you prefer?

- 60% of Seldom Users of a GPS (16% of the sample) preferred having an AEIOU Keyboard on their GPS.
- 50% and 48% of Frequent and Sometimes Users of a GPS (31%, 31% of sample) preferred an AEIOU Keyboard on their GPS.
- 38% of Non-users of GPS devices (18%) preferred an AEIOU Keyboard on their GPS.

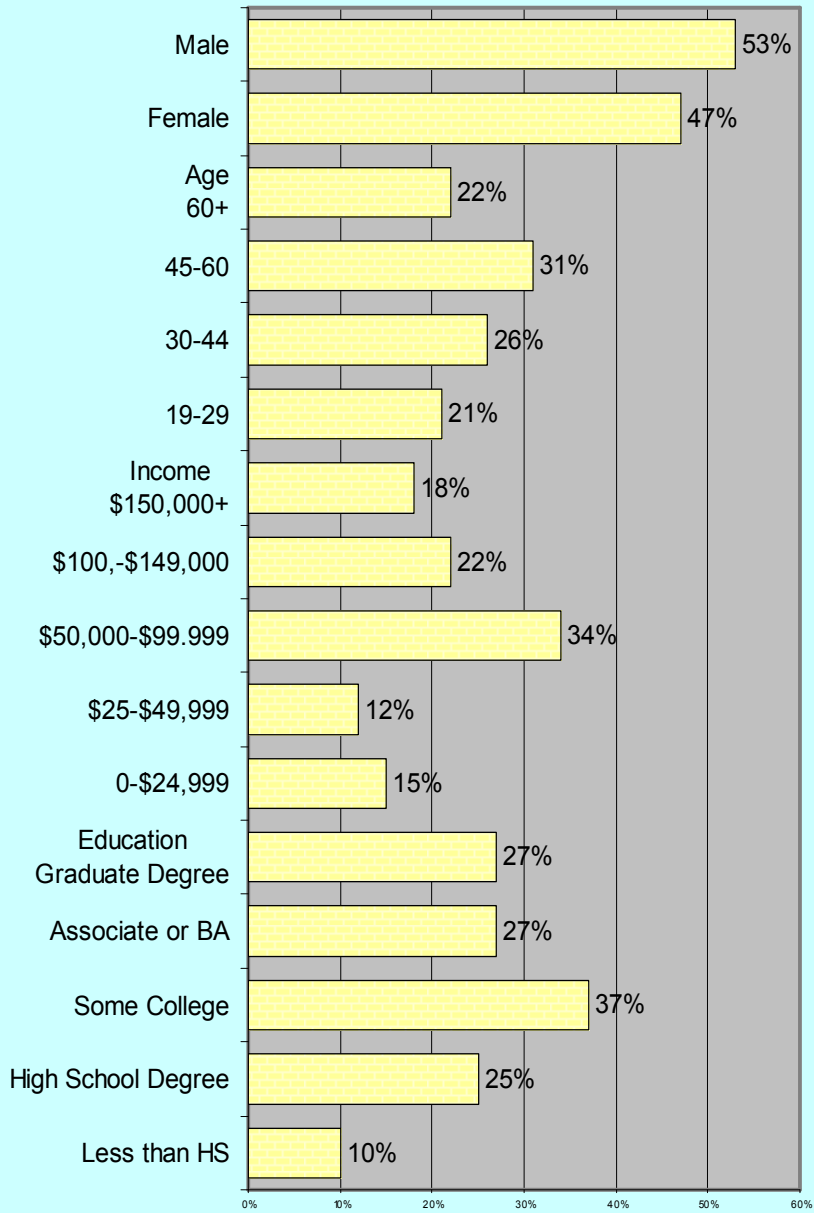


Which Keyboard do you prefer for the Ease of Entering Data and Viewing Keyboard?

- Respondents finding entering data on their GPS “very, somewhat, or not too difficult” were more likely to prefer the AEIOU Keyboard™ on both ease of use and ease of seeing the letters.
- Respondents finding entering data on their GPS ”very, or somewhat easy” were more likely to prefer the QWERTY Keyboard on both ease of use and ease of seeing the letters.



Demographics



Demographics

