

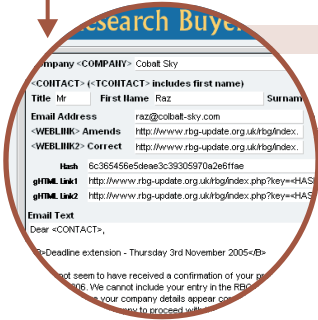
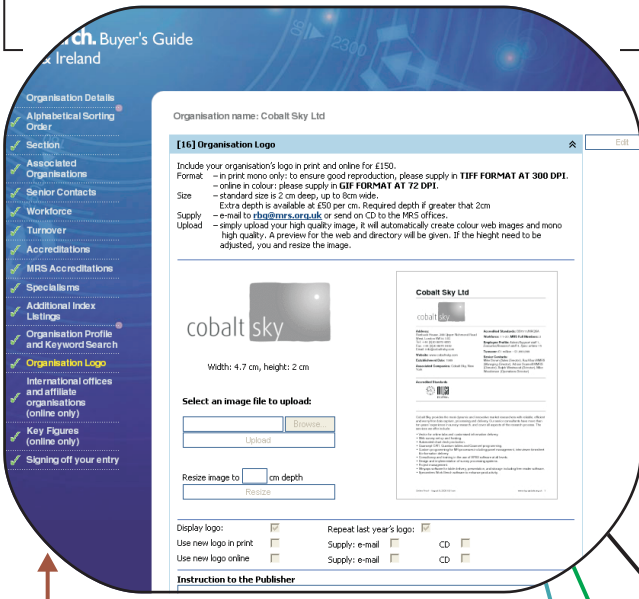


### The Market Research Society (MRS)

With over 8,000 members in more than 50 countries, The Market Research Society (MRS) is the world's largest international membership organisation for professional researchers and others engaged or interested in market, social and opinion research.

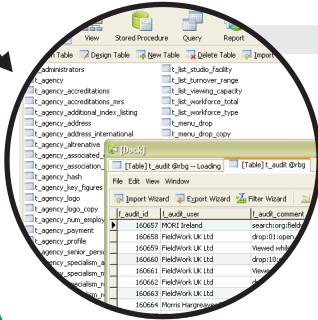
AMA DataSet has managed their data since 2002. Each year we have improved the gathering of data and production of their directory. In our latest improvements, we have created a full online update, with the facilities of real-time composition proofing. This enables the entrant to view the proof as it would be in the directory, including logos, typeface and format. The online system guides the entrant thru each section, uploading logos, sizing logos, sign-off and finally payment.

Since the proofs have been updated and corrected by the entrant, it has saved the Society approximately three weeks production and a cost saving. The system also knows who has, and who has not completed updates, giving the production editor greater control.



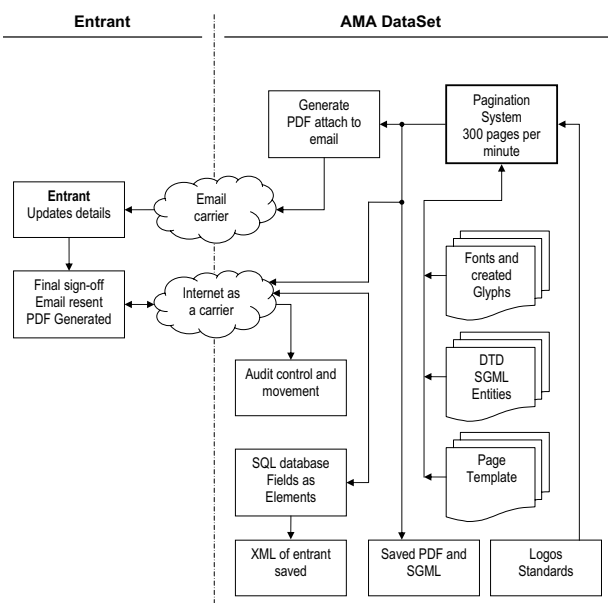
#### E-mail Facility

E-mails of entrants' details are sent as a PDF and hyperlink via AMA's dedicated web-server at Canary Wharf, London. These are controlled and monitored by AMA using the mail server to check they have been delivered or read. This provides the publisher with valuable information regarding the integrity of the e-mail addresses.



#### Database

A full audit is taken for all data movement, monitoring who, when and which fields have been modified. This enables the editor to monitor activities and if need be have the option to rollback the data. All the data is backed-up remotely for the integrity of the data.

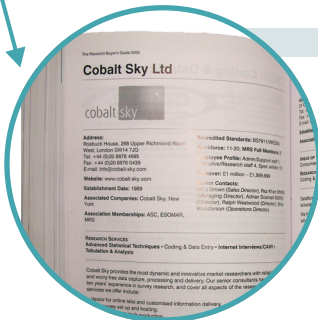


Flow diagram of the remote pagination and proofing



#### Online Proof

Once the entrant has completed all sections, they can then proceed to signing-off their entry. Firstly they would create a PDF proof, this will use the same template which is used for the production of the directory, this takes less than two seconds to create. They can then download, preview and sign-off. Then proceed to payment.



#### Directory

Once all the data for the directory from the on-line system has been approved and signed-off, it is compiled to SGML and processed for page make-up. The final product is a PDF file via FTP or CD-ROM with blue voucher sets for the publisher and printer. The database is then returned back to the online search, until the next cycle.

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