



FOR IMMEDIATE RELEASE

Pulse launches Innovation 'Labs' to focus on Research 2.0

Cyberjaya, Malaysia, July 12, 2011 – Asian Digital Research specialist Pulse Group PLC has launched a brand new R&D centre called 'Pulse Labs' focused on developing innovative methods of *collecting, analysing, and disseminating* insights. Its immediate focus is to launch a series of tools that are currently in beta development which revolve around the Social network eco-system, and encompasses *Social-network engagement, Mobile Research, and Branded Communities*.

Bob Chua, CEO of Pulse commented "*We have always been a very inquisitive organisation, powered by a wealth of talent that has kept us ahead of the innovation curve. With the launch of our Innovation lab, we will have a dedicated team, facility, and sole focus on creating game-changing technology which will keep us peeking into the future*".

Chua added "*With the huge growth of social networks globally, we believe that the landscape and platform for online research has been altered. We have left the commoditized, cluttered, and increasingly clunky world of online research behind, and invested in the future of interacting with the right consumers, at the right time, on the right device this is the future*".

Pulse Labs is based out of Asia's version of silicon-valley, the *Multimedia Super Corridor* which houses more than 2,000 global R&D and outsourced services centres.

About Pulse Group PLC

Pulse Group PLC is Asia's leading *Digital Research Agency*. Its full-service capabilities encompass brand related insights, measurement, sentiment analysis and Consumer 2.0 across Asia-Pacific. It also manages one of the most established Asian Online panels www.planet-pulse.com - an online community of survey respondents throughout Asia-Pacific and Middle East. Please visit Pulse Group PLC www.pulse-group.com for more information.

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Twitter: Profile name – **@pulsegroupplc**
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