

NEWS RELEASE

Date:	15 April 2010
Subject:	IML's 'Worm' exposes the opinions of the UK's undecided voters

During the first ever live UK Leaders' Debate 'The Worm', IML's on-screen option tracker, gauged opinions of undecided voters.

Whilst Gordon Brown, David Cameron and Nick Clegg presented their arguments to the nation, select groups of voters were given an IML Communicator keypad and asked to rate the performance in real time during the debate.

The Worm collated the voters' sentiments, pin-pointing phrases and words that encourage a particularly negative or positive response, and ultimately calculated the success of a particular argument.

Richard Taylor, IML's Managing Director said, "I'm delighted that we've been able to support the UK's first live election debates. The Worm has been used to great acclaim for debates in Australia recently and it's been a pleasure to see it in action in the UK.

It's effective as it tracks every opinion and puts it out there, in a close run battle like this there really is no better way to know how the public feel about their electoral candidates. Time will tell if The Worm's predictions come true".

To find out more about The Worm visit www.iml.co.uk

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About IML

IML is the UK's leading supplier of audience response systems. Our award-winning, interactive keypads and software are recognised globally as the most advanced and sophisticated audience participation and voting technology available.

We hold the global industry standard for electronic voting at annual general meetings and our services are used worldwide by big name clients who rely on our systems to gather accurate feedback data in seconds. IML has delivered more than 12,000 successful interactive events globally since our launch in 1991 and we have offices all over the world.

IML is a Computershare company. For more information, visit www.iml.co.uk.

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