



FOR IMMEDIATE RELEASE

bnocular Introduces New Retail Brand In-Store Performance Analytics Products, Joins Instinet Access Program to Expand Reach Across Buy-Side Investment Firms

San Jose, California (April 28, 2015) — Today, [bnocular](#) announced its introduction of two new product line offerings, bringing consumer retail brand industry reports to buy-side investment firms, and its addition by Instinet as one of the select independent research providers marketed through its [Instinet Access](#) program. bnocular measures the in-store performance of competitive retail brands to discover trends and performance metrics before they're visible to the public.

“Using its proprietary mobile applications and data analytics methodology, we’ve seen bnocular deliver real value to customers,” said Craig LoGrande, head of Instinet Access. “Its innovative approach to measuring and quantifying the in-store merchandising of competitive sets of brands allows an early view for investors.”

With this announcement, two new product lines are also now available to investment firms.

First, bnocular has officially launched the availability of its custom research programs that track specific retail brands or groups of brands. The company has brought to market technologies and methodologies that enable it to track the in-store performance of specific retail niches: women’s and men’s fashion, sportswear, mall REIT vacancies and tenancy turnover, fast-casual and restaurant company traffic, pricing and in-store ordering programs, among other retail niches. These programs are designed specifically for each requesting buy-side firm and cover brands over time frames and global geographies that are appropriate for delivering early insights.

Second, bnocular will deliver a subscription product of an ongoing retail cohort analysis of the in-store performance of Michael Kors, Coach, Kate Spade, and Ralph Lauren. bnocular is tracking the changing dynamics of women’s handbag strategies and new lines of merchandise with pricing and discounting trends over time. This subscription product is available by quarterly commitment.

“By joining forces with Instinet, we now have reach to the major buy-side investment firms in the U.S.,” said Richard Mandeberg, CEO of bnocular. “With our new product lines including ongoing bespoke programs for investment funds, we’ll expand our coverage to a broad spectrum of consumer niches, such as fast-casual dining, teen fashion, sportswear, and others. Our technology and data methodology can measure all manners of activities in the physical world; combined with online data, it can deliver real insights about the brands that drive a large portion of our economy.”

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About bnocular:

bnocular deploys people with smart devices over wide geographic areas to quantify the physical world. The company measures the in-store performance of competitive retail brands to discover performance trends before they're visible to the public.

Employing proprietary mobile technology and data analytics, this work is delivered via bespoke programs, limited syndicated projects, and subscription products that track specific cohorts of competitive brands over time. Bnocular sells to financial investment firms, retail analysts, brands, and marketing agencies. For more information, please visit bnocular.com or call 888-510-7301.

About Instinet:

Instinet Access is a product group of Instinet that provides marketing support to independent third-party research providers. Instinet makes bnocular's research available to clients upon request through subscription. Instinet and its affiliates aren't affiliated with bnocular, play no role in producing bnocular's research, and do not provide any input into bnocular's content determination. For more information about Instinet Access, please call 888-819-5236.

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