



Now you can manage media information instead of letting media information manage you.

Insight is an innovative, web-based platform brought to you by VMS and Burrelle's/Luce. It allows you to retrieve, organize and analyze a vast wealth of media information simply and swiftly from one integrated source: an icon on your desktop.

Unparalleled coverage

- Burrelle's/Luce and VMS cover more publications, broadcast stations, web sites and news groups than anyone else! Insight provides the tools to change the focus and organization of that data at will.

Customized delivery

- Thanks to proprietary tagging technology, our research specialists deliver that content already organized according to your needs - whether by brand, campaign, general topic, or virtually any other criteria of your choice.

Format flexibility

- Insight presents the information you need in the form you need it. From headline summaries to streaming videos. From copies of news articles as they appeared to Clip Books. In addition, we offer virtually unlimited archiving.

Measurement and analysis

- Insight provides powerful tools for managing your information. With a few keystrokes, you can retrieve articles, create reports, or display graphs that track coverage in real-time.

Near real-time access

- Insight is web-based and accessible 24 hours a day from any Internet connection. We'll even send alerts to your email-enabled mobile phone, PDA or pager.

Find out how you can organize and analyze your media coverage with Insight. Contact your local Burrelle's or VMS representative. Because insight begins with knowledge.®