



pentasensorial

FIZZ by
BIOSYSTEMES

Software Solutions for Sensory and Consumer Tests

So, what's FIZZ...?

It's an automated sensory and consumer data collection tool.

You are able to select and combine all types of questions in your tests, from standard sensory tests to consumer research.

Fizz generates your sample presentation designs and blinding codes automatically, or allows you to use custom designs.

Let FIZZ do the heavy lifting.

Quality Control

It is a great ally to track the sensory characteristics of the product, detect defects or understand any lack of product consistency.



Research & Development

In R&D, it helps us to understand the perception mechanisms of the stimuli, as well as the acceptability of products.



Marketing

It rationalizes the commercial approach, using consumer surveys, preference and acceptability tests, and comparison with competitor products.



Various Applications of Sensory Science



FIZZ Network



FIZZ Portable



FIZZ Forms



FIZZ Web

FIZZ Modalities



FIZZ Network

- For Sensory and consumer facilities.
- It is the fastest and most powerful solution for on-screen tests on networked computers.
- Allocate different tests to different booths.
- Run several tests and let the judge choose from the list of available sessions.
- Or force the judge to answer a sequence of tests.
- Stop the terminals independently or all at once.
- Check the supervision window to see the progress of the judges in the booths.
- The answers collected are available immediately for analysis in Fizz Calculations.



FIZZ Portable

- For offline PC's.
- Fast and easy test distribution and answer collection. Recommended for remote sites.
- Run the same tests as in your lab, but on independent computers without the need for network or internet.
- Deploy your test definition as an email attachment, on a file server or with a memory stick.
- Simply double-click the definition file to run the test.
- Send back the answers collected as an email attachment, on a file server or with a memory stick.



FIZZ Forms

- For tests on paper with automatic Reading of the paper forms through a scanner.
- Test anywhere without any hardware. Full computerization of sensory tests is not always available, with Fizz Forms you just need pen and paper.
- Your paper questionnaires can combine different types of questions and include pictures as product characteristics.
- Fast scanning: a scan report gives details about missing or invalid answers.
- The results of each scanned page are immediately available for analysis.
- Open-ended questions (hand-written comments) can also be coded to be analyzed later as multiple-choice questions.



FIZZ Web

- For tests through the Internet.
- Easy test publication and automatic invitations.
- For home use tests, tests from remote sites, panellist recruitment and much more!
- Define your tests including multimedia product characteristics.
- Publish them on your Fizz Web server.
- Invitations with a link are sent automatically.
- Consolidate the answers whenever you want.
- Test anywhere, reach anybody like judges on other sites or internal panellists at their desktops.
- Consumers for Home Use Tests or for recruitment.



FIZZ Acquisition



Fizz Calculations



Fizz Database

FIZZ Modules

- Fully integrated with Fizz Calculations and Fizz Database.
- Select and combine all types of questions in your tests, from discrimination testing to multi-attribute time-intensity through to multiple choice questions.
- Descriptive profile tests, Choice between attributes, Hierarchical multiple-choice and scoring, Discrimination tests, preference test, ranking, sorting (napping®), temporal methods and much more!
- Fizz generates your sample presentation designs and blinding codes automatically or allows you to use your specific designs.
- It allows printing your sample labels.
- Total control of test protocol with Fizz Portable, Network and Web.



FIZZ Acquisition

- Fully integrated with Fizz Acquisition and Fizz Database.
- Export and import to any type of spreadsheet.
- Analyze your data right after collecting it with Fizz Acquisition.



FIZZ Calculations

Statistics & Graphics

Profiles

- Descriptive statistics, interaction graphs, product comparison graphs, judge performance, frequencies, distributions, analysis of variance with various post-hoc tests, Student T-test, non parametric tests.

Ranking

- Friedman and Page tests, Round Robin (multiple pairs)

CATA & Multiple-choice questions

- Counts, frequencies, bar and pie charts, chi-squares tests, binomial test against a target value, Factorial Correspondence Analysis (FCA).
- Open-ended questions can be interactively encoded and then analyzed like multiple-choice questions.

Statistics & Graphics

Discrimination tests

- Difference tests (α risk), similarity tests (β risk) and sensory difference (d').

Temporal Methods

- Time–Intensity, Temporal Dominance of Sensations and Temporal Choose All That Apply analysis.

Other advanced statistical methods

- Multivariate analysis, Principal Component Analysis (PCA), cluster analysis, preference mapping (internal and external), FCA, horizontal PCA with Multiple Factor Analysis (MFA) and STATIS Penalty analysis.

- Look at your data from all angles and extract the precise information you need.
- Get activity statistics: number of times each judge has participated, when or how often a specific type of product was tested, number of tests time by project or client and much more!
- Get data for specific time periods and follow changes over time of product scores, numbers of rejects in quality control, scores of a judge for a specific attribute and judge performance.
- Select judges/consumers for new studies.
- Combine results from different tests to analyze them together.
- Create automated queries with criteria values and export it directly to spreadsheets.
- Save your data locally and not in the cloud, only *you* can access it.



FIZZ Database



FIZZ Support By PentaSensorial

- We offer remote technical support as experts in sensory evaluation, statistical analysis and FIZZ.
- Download new software updates.
- Customize your Fizz experience with our help.
- Connect with us through phone, e-mail, TeamViewer, Skype, Webex or any other platform you wish.

Who's PENTASENSORIAL?

PentaSensorial was established in 1998 as a Sensory and Marketing Research and Consultancy firm by Daniel Pedrero Fuehrer, who did a Bachelor in Nutrition and Food Technology, a Master's in Food Science at UC Davis with emphasis in Sensory Evaluation as a student of Prof. Rose Marie Pangborn and received formal training from Naarden/Quest as a Junior Flavorist.

We strive to inspire and invigorate, by infusing our clients with information that matters. Information that enables our clients to *put into* their product experiences that enhances lives.

We offer strategic support to technical, commercial and marketing areas in food and beverages, personal care and household industries by providing sensory solutions built around product design and its communication.



Competitive Advantage

Intensify the Value

Sensory Evaluation

By following sound scientific sensory research methodologies, using human sensory perceptual abilities and under controlled testing conditions we are able to understand product differences and descriptive profiles.

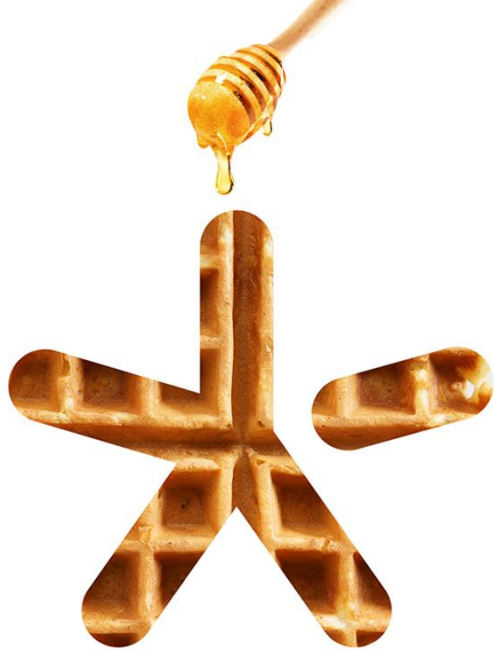


Inject Magic

Product & Consumer Sensory Research

Tailor-made sensory research for ideation, scale-up and tracking stages to integrate *The Voice of the Product* & *The Voice of the Consumer*, delivering relevant and differentiated product solutions, aiming at improving consumer's lives as a competitive advantage for the business.





Instill Growth

Outsourcing & Consulting

On-going Sensory Services, Master Plan design and implementation for training, management and consolidation of laboratories and sensory teams in the industry, universities and culinary centers, all while actively promoting a sensory culture.

Incubate Potential

Training

Sensory evaluation and statistics courses for R&D, Marketing, Quality Management departments and Culinary Centers.



TOOLS

PENTASENSORIAL fits with our client's Productive Process

IDEATION &
DEVELOPMENT

SCALE-UP,
SPECIFICATION
& PRODUCTION

ONSITE MONITORING
& OPTIMIZATION

 **Let's PLAY PENTA**

- Tick & Pick
- Protocept Fit
- PentaGram
- Senseful Design

 **Let's MAKE SENSE**

- Sensory Wall
- Perceptual Limits
- Sense * Life

 **Let's KEEP IT UP!**

- ProducTrack
- OptimiSense
- Sense * Control
- PentaGram