

Vizu Answers

Windows Vista Review

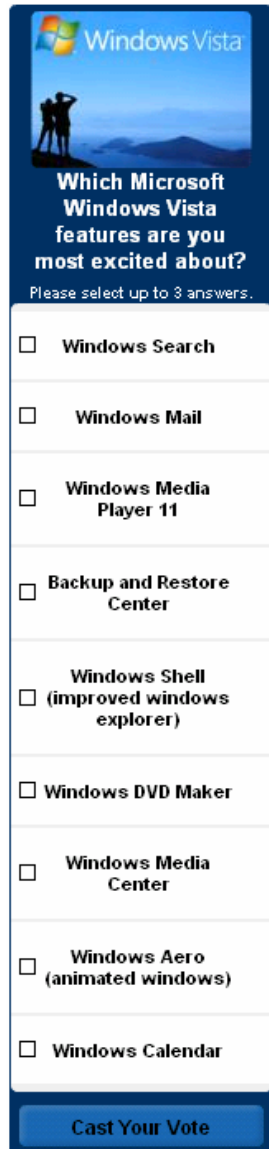
January 15th, 2007



www.VizuAnswers.com

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Background

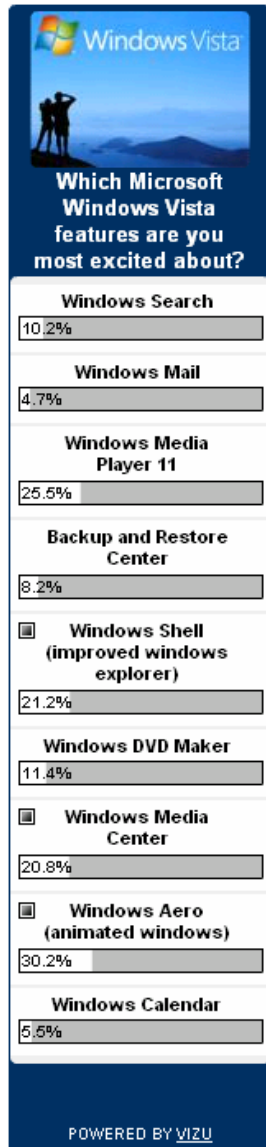


Windows Vista

Which Microsoft Windows Vista features are you most excited about?
Please select up to 3 answers.

- Windows Search
- Windows Mail
- Windows Media Player 11
- Backup and Restore Center
- Windows Shell (improved windows explorer)
- Windows DVD Maker
- Windows Media Center
- Windows Aero (animated windows)
- Windows Calendar

Cast Your Vote



■ Objective

- Gauge public opinion on various aspects of Microsoft's new Windows Vista OS

■ Methodology

- Conducted using the [Vizu Answers](http://www.vizuanswers.com) research network
- Research conducted between January 4th and January 10th, 2007
- Each question run across 40+ blogs to get cross-section of internet population

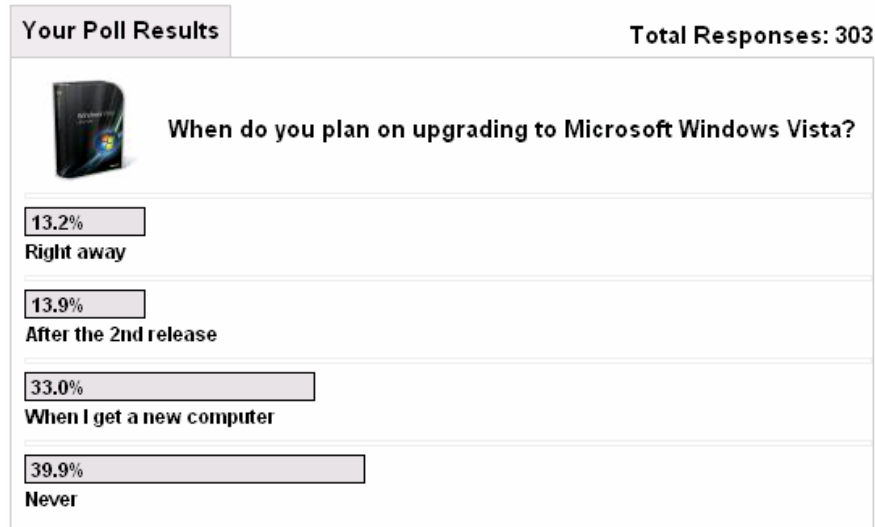
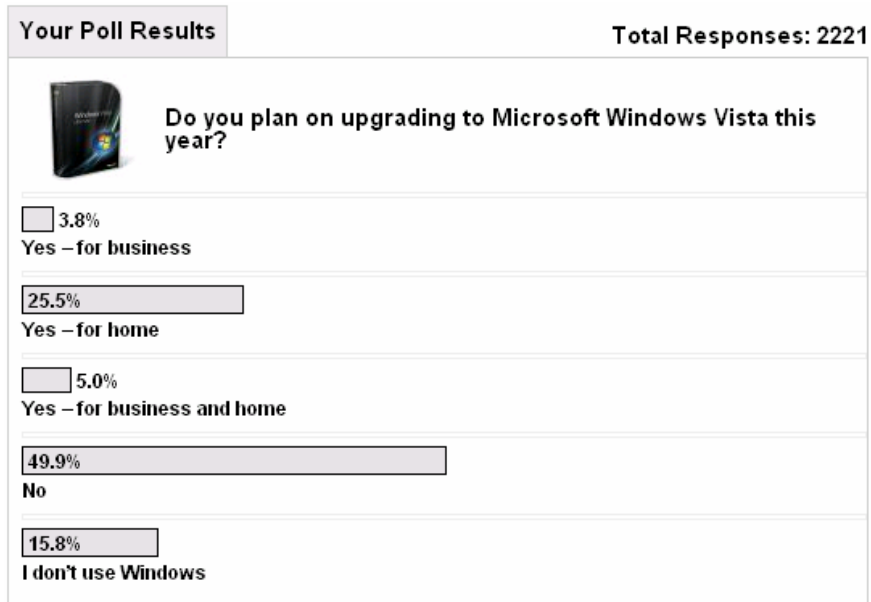
■ 156 sites used in total



Executive Summary

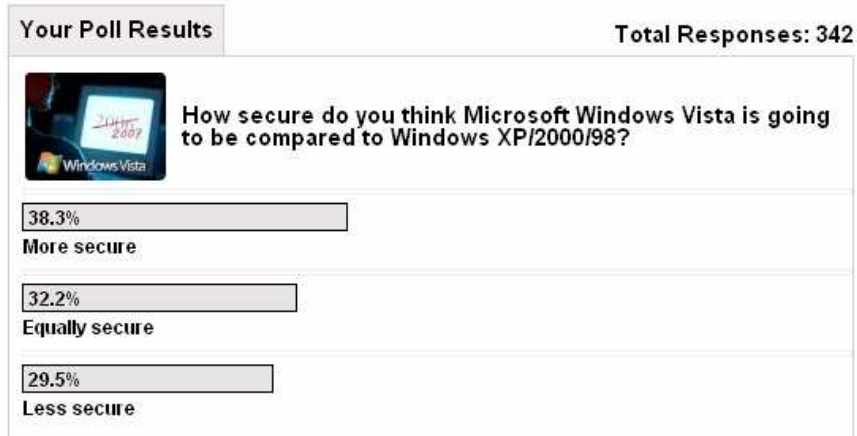
- **Public in no immediate rush to make the upgrade to Windows Vista**
 - **59% of Windows users do not plan on upgrading in 2007**
- **Windows Vista is perceived to be slightly more secure, with 38% thinking it will provide better protection than previous editions of the Windows OS (90/2000/XP)**
 - **Of those that are aware of the new security features, only 24% believe they will have a lasting effect**
- **Interface and Media enhancements are most exciting features**

Majority in no rush to use Windows Vista

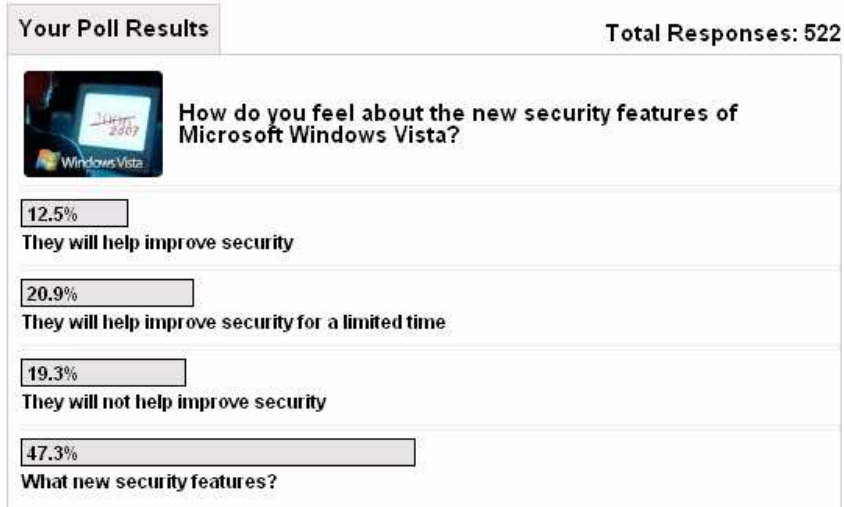


- The overwhelming majority (almost 50%) of respondents do not currently plan on upgrading to Windows Vista this year.
- A small portion of respondents (5%) plan on making the upgrade on their business and home machines.
- 55% of respondents who plan on upgrading will not do so until they purchase a new computer

Vista believed to be slightly more secure



- Slightly more respondents believe Windows Vista will be more secure than previous editions of the Microsoft OS



- Almost half (47%) of respondents are unaware that Microsoft is making an effort to improve computer security
- Of those that are aware of the new features, only 24% believe they will have a lasting effect on security

Interface and Media are most exciting features

Your Poll Results

Total Responses: 300



Which Microsoft Windows Vista features are you most excited about?

28.0%

Windows Aero (animated windows)

19.0%

Windows Shell (improved windows explorer)

9.0%

Windows Search

31.0%

Windows Media Player 11

7.3%

Backup and Restore Center

5.0%

Windows Mail

5.3%

Windows Calendar

20.7%

Windows Media Center

11.7%

Windows DVD Maker

- The four most exciting features deal with either the Windows interface or the consumption of media
- Supports the belief that people are becoming more interested in their computers for consumption rather than input

Select up to 3 answers

Sample Screenshot of Poll in Progress

1/11/2007

Brightest comet in thirty years headed our way

Filed under: General — Edited @ 9:30 am

When the sun sets tonight, [go outside and look west](#). You may see the brightest comet in thirty years hanging just above the horizon. It's Comet McNaught.

Last night, "as the comet descended in the west, it turned reddish and seemed to glow very brightly—almost like a spark or ember. Awe inspiring!" reports Leslie Sheldon of Kanata, Ontario. "I can only imagine what it would look like in truly dark skies."

"After receiving a [Space Weather alert](#) on my cell phone, I drove straight to the highest point in the area," adds Sal Viviano of Washington, Michigan. Looking down at McNaught, he was rewarded by this "brief but beautiful" view:



January 2007

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

< Dec

Search:

Search

Put your vizu web poll here



How secure do you think Microsoft Windows Vista is going to be compared to Windows XP/2000/98?

Please select 1 answer

More secure

Equally secure

Less secure

Cast Your Vote

Ads by Google

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Vizu Answers Research Network Overview





Vizu Answers for Web Publishers

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- Polls fit the look and feel of your site
- Polls are interactive and encourage user participation
- Polls provide content targeted to your audience

Getting started is easy and FREE...

- 1 **Register** at VizuAnswers.com and create an account
- 2 **Design** your Poll template(s) and set your pricing
- 3 **Paste** the Vizu Answers Poll Zone code into your site(s)



Excellent User Experience

- Results load immediately in place
- No page reload or new browser windows
- Vizu polls use Adobe Flash technology for superior visual appeal
- Polls are universally compatible & are error-free in all browsers

Payment and Monetization

- Vizu Answers pays for poll impressions, not for clicks
- You set the price at which polls may be served
- Monthly payment via check or PayPal

Account Management

- 24/7 access
- Dashboard tracks page views, earnings, etc.
- Create new poll zones or modify existing zones
- Customize poll colors and sizes



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