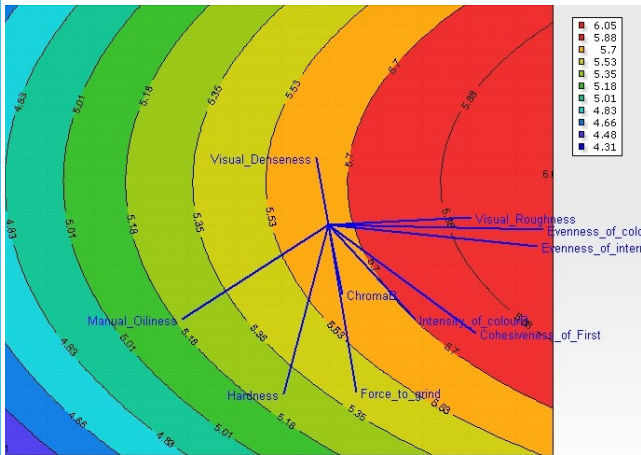# Pangborn Update

## Announcing OptiPAQ *by* $Qi$

**OptiPAQ** is a new software tool for product developers. In a fully interactive way, the user explores regions of high consumer liking on the product map, and in real time receives predictions of the concept product's key sensory properties.

**Register for a demo version**

email: ian@qistatistics.co.uk



## Maximising the Value of Your Data
### Using: EyeOpenR®

This hands-on course teaches you how to use the software and understand the statistics behind it.

Day 1: Introduction to EyeOpenR and reminder of statistics techniques - visualisation, estimation and ANOVA for sensory science. Panel performance and discrimination tests

Day 2: Multivariate data (correlation and association), principal components analysis and Clustering of products. Flash Profiling, Napping and Free Sorting data.

Locations: **Utrecht**, The Netherlands: 15th - 16th October, 2015 or **Melbourne**, Australia: 25th - 26th November 2015

For more information visit
www.qistatistics.co.uk or email
gemma@qistatistics.co.uk



Pangborn 2015
11th Pangborn Sensory Science Symposium
Svenska Mässan, Gothenburg, Sweden     23 - 27 August 2015

Watch out for us at the Pangborn Conference—we will be easily recognisable in our white "Qi" tee shirts.

- **Thierry Worch from Qi is an invited speaker and will talk on the "do's and don'ts" when applying statistics in sensory science.**

- **Ask to be among the first to receive a demo version of our new OptiPAQ software.**

- **Take the opportunity to discuss your data analysis problems with us and we will be happy to advise on how we can help—either with training or one-on-one consulting.**

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