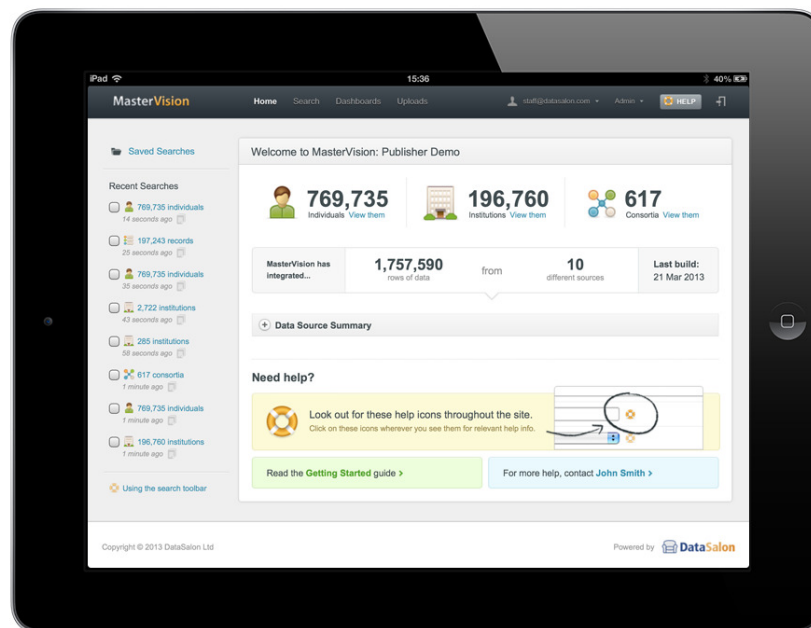


## DataSalon rolls out customer insight service MasterVision to the iPad

**DataSalon's hosted customer insight solution MasterVision is now available for use on the iPad, providing scholarly publishers with easy access to a complete 'single customer view' on the go.**

**Oxford, UK, 04 April 2013** – DataSalon have announced today that MasterVision is now enabled for use on the iPad, to support those users who need to access their complete single customer view on the move or in meetings. It is now available immediately for all existing clients at no extra cost.

The iPad version of MasterVision retains all the core functionality of the existing desktop browser version: integrating all of a publisher's customer data into a single view for every individual and institution, creating business insight and high-value intelligence for leads, cross-selling and renewals. MasterVision is already widely used by many of the most prestigious names in academic publishing in the UK and the US.



MasterVision can now be accessed directly via the Safari web browser on the iPad, or using full-screen 'app mode'. It has been fully tested for iPad versions 2, 3 and 4, and carefully optimised for the touch-screen interface. It also remains accessible via a wide range of desktop browsers as before.

“The ever increasing use of mobile and tablet devices in businesses is clear for all to see”, said Nick Andrews, Managing Director of DataSalon. “Many of the publishers we work with have come to rely on MasterVision for a complete 360° picture of their relationship with each library or institution. Making that easily available in meetings and when travelling further supports our ongoing mission to make our product as user-friendly as possible.”

Jon Monday, Technical Director at DataSalon, commented: “It's great to see the iPad-optimised version of MasterVision working so nicely with the iPad's touch interface, and reflecting the ease of use of the desktop version. We've always made accessibility a core priority for the product, and we're excited that we are now extending the reach of MasterVision to mobile users with the introduction of full iPad support”.

-- Notes for editors are provided on the following page --

## Notes for editors

**Hi-res images** of MasterVision on the iPad are available to download from:

- <http://www.datasalon.com/web/downloads/press/ipad1.png>
- <http://www.datasalon.com/web/downloads/press/ipad2.png>
- <http://www.datasalon.com/web/downloads/press/ipad3.png>

**DataSalon** is the leading provider of customer insight solutions for scholarly publishers. Our core product MasterVision integrates all of a publisher's customer data into a complete 360° view for every individual and institution, creating business insight for the whole organisation and high-value intelligence for leads, cross-selling and renewals. MasterVision is fully managed and hosted, and is backed by first-class service and support. We're pleased to count many of the most innovative publishers among our clients, including the American Institute of Physics, BMJ Group, IOP Publishing, and Oxford University Press. <http://www.datasalon.com>

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