

## NEWS RELEASE

<b>Date:</b>	<b>30 April 2010</b>
<b>Subject:</b>	<b>IML's 'Worm' will have wriggled from the Houses of Parliament to 10 Downing Street</b>

By the time the last camera stops rolling and the floor of the debating ring is being mopped clear of sweat from the candidates' brows, 'The Worm', one of the key Leader's Debate indicators, will be taking a well-deserved rest.

After three sometimes heated, sometimes exciting and always educational debates, the valiant Worm will have wriggled its way along a distance of 0.2 miles: the circumference of both Aston Villa's football pitch and Piccadilly Gardens in Manchester, or the height of 10 Cabot Towers in Bristol.

Mostly symbolically, the distance is the same as walking from the Houses of Parliament to 10 Downing Street. The Worm works by gauging the opinions of a group of undecided voters and tracking them instantly, pin-pointing key words and phrases that please the voters and those that attract a less pleasing reaction.

Richard Taylor, IML's Managing Director said, "The Worm's results have given a real insight into the opinions of the country's undecided voters and it's been great to watch during the debates. We knew from using The Worm in the Australian leadership debates that it would become a firm favourite with the public – and we've enjoyed the comments from people watching it in action."

IML's on-screen opinion tracker will be used during the BBC's coverage of the debate in Birmingham tonight before The Worm takes a break and sits back to see whether its predictions come true on May 6<sup>th</sup>.

To find out more about The Worm visit [www.iml.co.uk](http://www.iml.co.uk)

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### About IML

IML is the UK's leading supplier of audience response systems. Our award-winning, interactive keypads and software are recognised globally as the most advanced and sophisticated audience participation and voting technology available.

We hold the global industry standard for electronic voting at annual general meetings and our services are used worldwide by big name clients who rely on our systems to gather accurate feedback data in seconds. IML has delivered more than 12,000 successful interactive events globally since our launch in 1991 and we have offices all over the world.

IML is a Computershare company. For more information, visit [www.iml.co.uk](http://www.iml.co.uk).

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