

Remark

Web Survey®

Version 5 Whitepaper
For Windows®

*The Innovative Solution To
Your Online Form Needs!*



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Contents:

- [Contact Information](#)
- [Remark Web Survey Overview](#)
- [Sample Forms](#)
- [Using Remark Web Survey](#)
- [Creating Web Forms](#)
 - [Building a Form from Scratch](#)
 - [Converting a Template from Remark Office OMR or Remark Classic OMR](#)
 - [Administering Forms](#)
 - [Email Center– Sending Invitations, Tracking Respondents and Sending Reminders](#)
 - [Collecting Data](#)
 - [Exporting and Saving Data](#)
 - [Remark Quick Stats](#)
- [Technical Features](#)
- [Minimum System Requirements](#)
- [Remark Web Survey Users](#)
- [Licensing](#)
- [About Gravic, Inc.](#)

Remark Web Survey Overview

Remark Web Survey is a software application that gives you the tools to design and administer web forms and analyze the resulting data. Remark Web Survey allows you to create surveys and other web forms without having any HTML or programming knowledge. The forms you create run on your own web server. That means they have your branding and your URL, and you have complete control over the data collected.

In addition to basic features such as supporting multiple question types, custom formatting and automatic form publishing/data downloading, you can use login pages, import password databases and recipient email lists, send out email invitations, track respondents, send email reminders, run Remark Quick Stats[®] for full analysis or export your data to the analysis program of your choice, question branching/skip logic, multiple page web forms, answer piping, pause and resume capabilities, submission emails based on how questions are answered, query parameters for passing hidden data into the invitation URL, session timeouts for added security, response confirmation pages to display all responses to the respondent prior to submitting the web form, page randomization, answer order randomization and progress bars.


There are two parts to the product: 1) a Windows-based desktop application that allows you to design web forms and analyze the data, 2) and a set of Perl CGI scripts that are copied to, and subsequently run on, your web server to collect data from your web forms. This product is designed to be extremely easy to use. In addition to a full-featured form designer to assist in web form creation, you have the ability to transform paper-based forms scanned with Gravic's Remark Office OMR[®] or Remark Classic OMR[®] software into web forms in one easy step. (Please refer to white papers for these products, also available through Gravic.) By using these programs together, you can collect data from web and paper-based forms, combine the responses and then either analyze the results right in Remark's analytical module, Remark Quick Stats, or export the data to your favorite analysis package.

Remark Web Survey Sample Surveys:

Forms can be set up to blend with your website and reflect your branding. You have control of the look and feel of your forms.

Course Evaluation

Gravic College of Malvern, PA



Please take a few moments to complete this evaluation so that we may continue to improve the quality of our courses.

Instructor's Name: Course Type: Course Number:


Instructor's ID: The instructor number will be provided by your proctor.

Part I: Instructor Evaluation

Directions: Please indicate to which degree you agree or disagree with the statement by filling in the bubble the appropriate column heading.

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree	Don't Know
1. The course objectives were clearly stated at the beginning of the course.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
2. The instructor seemed to have a thorough knowledge of the subject.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
3. The instructor appeared enthusiastic about the subject.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
4. The instructor explained difficult concepts fully and clearly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
5. The instructor provided office hours and was available for help and advice.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
6. The instructor treated students fairly and was impartial.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Remark Annual Conference




Thank you for attending this year's annual conference. Please give us your feedback on the conference. Your honest opinions are important to us and will help us plan future conferences.

Please rate the quality & usefulness of...

Quality					Usefulness				
Very High	Somewhat High	Neutral	Somewhat Low	Very Low	Very High	Somewhat High	Neutral	Somewhat Low	Very Low
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
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Patient Outreach Survey



As your primary care physicians, it's been a while since we have seen you for a check up. By reviewing your answers to the questions in this short survey, we can determine if it would be a good idea to schedule and appointment with you.

We care about your health and well being,
Your health center staff


Please mark any of the following that apply to you:

I am healthy I am a pessimist
 I exercise regularly I think I am overweight
 I eat healthy foods I get sick more easily than other people my age
 I am an optimist Worse

When you compare yourself six months ago, how do you measure up?

	Worse	Better	Same
Overall health:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical activity:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stress level:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eating habit:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Weight:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sleep:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pain:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Remark County School Climate Survey



This survey asks your opinions about this school only, not about the district overall. This survey is in two parts. The first part is for all staff. The second part is only for staff who have responsibilities for services and instruction related to health, prevention, discipline, counseling and/or safety.

In which school do you work?

What is your role(s) at this school? (Mark all that apply)

Teacher
 Administrator
 Prevention staff, nurse or health aide
 Counselor
 Police or safety personnel
 Other certified staff (e.g., librarian)
 Other staff (e.g., janitor, clerical, food service)
 Teacher's aide, teacher's assistant or instructional aide

How many years have you worked, in any position, at this school?

Less than one year
 1 to 2 years
 3 to 5 years
 6 to 10 years
 Over 10 years

Please select how much you agree with the following statements about the school.

This school...

	Strongly Agree	Agree	Neither Agree or Disagree	Disagree	Strongly Disagree
is a supportive and inviting place for students to learn.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
sets high standards for academic performance for all students.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
promotes academic success for all students.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
involves most parents in school events or activities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
handles discipline problems fairly.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
is a supportive and inviting place for staff to work.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
provides adequate counseling and support services for students.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

More Samples Available at:
www.RemarkSoftware.com

Using Remark Web Survey

The four basic steps to using the software are:

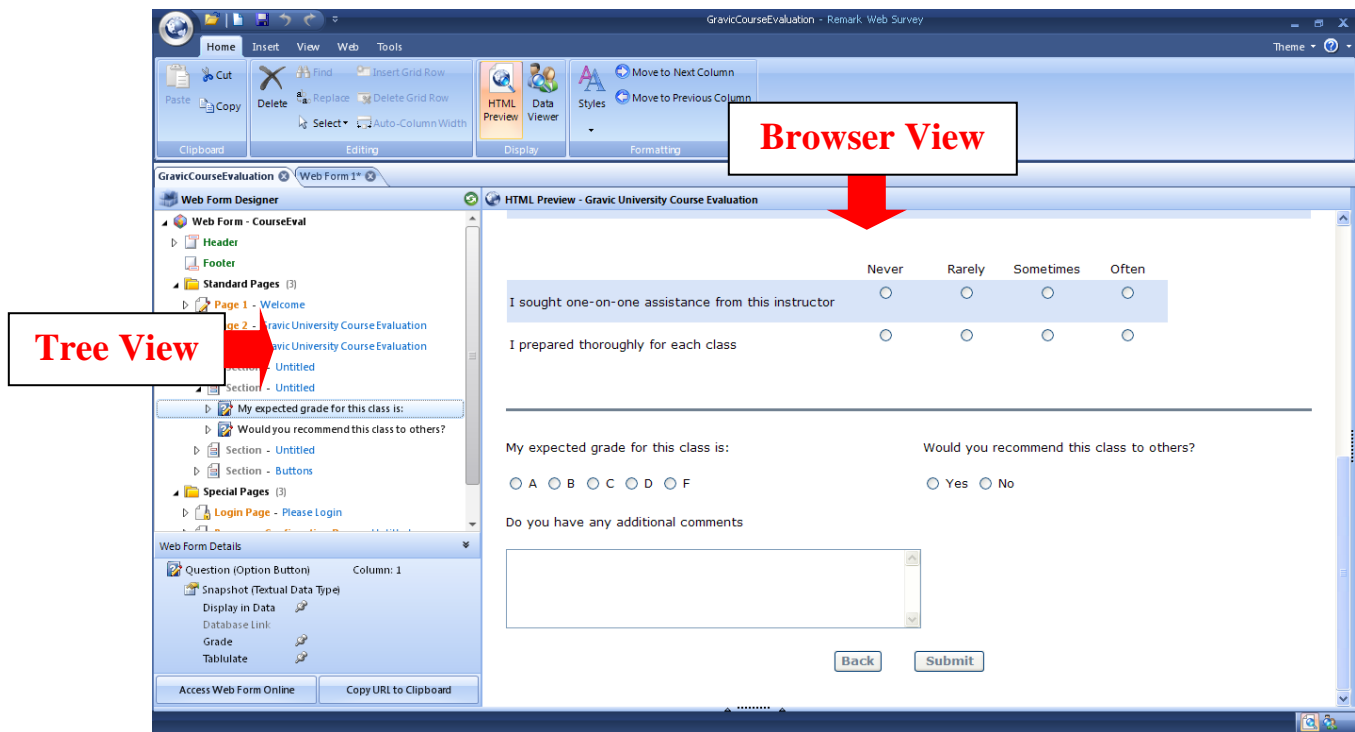
- 1) *Create the web form.* Build a web form from scratch using the Form Designer or convert an existing paper-based form template from Remark Office OMR or Remark Classic OMR.
- 2) *Publish the web form.* Post the web form to your web server with the click of a button using the auto publish feature.
- 3) *Send invitations/gather responses.* Import a recipient list and passwords (if desired). Email invitations, track respondents and send reminders as needed using the built-in email center. Or, just post the web form on your website to allow anyone who visits your website to complete your form.
- 4) *Access the response data.* Download the data to your local computer for analysis. Use Remark Web Survey's built-in analysis module, Remark Quick Stats, or export the data to your favorite spreadsheet, database or statistical package.

Step 1: Creating a Web Form

Step 1a: Building a Form from Scratch

Form Designer:

No HTML knowledge is needed to create a web form. The Form Designer offers an easy method to design a web form from start to finish, or to modify an existing web form. The Designer Component has two views, one for designing web forms and one for viewing the downloaded data. The design view window is further divided with a "tree" or list view on the left and a "browser" view on the right. The browser view shows you how your web form will look when it is viewed in a web browser.



Form Elements:

While designing your web form, you can add many HTML elements such as option (radio) buttons, checkboxes, drop-down lists, hidden fields and textboxes, as well as multimedia, images and logos. Questions with similar responses can be grouped together in tables, and you can design your web form with multiple column layouts. All background colors, background images, text style, size and color, and overall formatting can be customized to match any website. You can insert login pages with password protection and specify customizable HTML pages to appear when a respondent submits the web form.

Step 1b: Converting a Remark Office OMR or Remark Classic OMR Template

If you currently use Remark Office OMR or Remark Classic OMR to scan paper forms, you can easily convert an existing template to a web form. Once converted, you can add color and formatting or modify the web form's elements in the Designer Component just like you would in a web form created from scratch. See step 1a above for descriptions on creating and modifying your web forms.

Step 2: Administering Forms

The Server Component included with the software allows you to specify administration and posting options for your web form using a web browser interface and Perl CGI scripts, which are provided for you. After a web form is created, simply use the auto publish feature to post your form to your web server. All of the hosting is handled on your web server, so respondents see your website's URL and there are no limits on the number of concurrent forms or respondents. You also have sole control of the data. In addition, you can manually upload the web form to a web server and then install it with the Server Component. The Server Component also lets you remove web forms, view or download data, reset your data and preview results online using Remark Live Stats™.

Remark Web Survey supports Unix, Linux or Windows-based web servers capable of running Perl CGI scripts including: IIS, Apache and many others.

Step 3: Sending Invitations, Tracking Respondents and Sending Reminders

Remark Web Survey includes an email center where you can send invitations, track respondents and send reminders to your respondents. The email center uses your SMTP server to send email. You must have an SMTP server configured outside of Remark Web Survey to use the email center.

When you send email invitations, an email is automatically generated that contains the link to your web form. You then designate the list of recipients for the message. If you are using a login page where you have entered email addresses, the access links will be created automatically and you can embed the respondents' login credentials into the URL. You can even modify the subject line and body of the email, which can be saved as reusable templates. Emails can be personalized through the use of merge fields to add respondent names and login credentials. Finally, you can use query parameters to pass hidden data into your URL that can be piped throughout your web form and will become part of the data set.

The email center can also be used to track respondents and send reminders to those who have not submitted the web form. Using Remark Web Survey's Respondent Detection feature in conjunction with a login page, you can easily see who has submitted the web form. Then you can send reminders to those what have not yet completed the web form.

Respondent Detection

	Detected	Respondent Name	Password	Email Address
1	✓	Joe Smith	1234	Joe.Smith@mail.com
	✓	Mary White	8575	Mwhite@mail.com
		Lisa Day	3467	Lisa.Wills@mail.com
4		James Jackson	9643	JJackson@mail.com
5		Don Ware	2578	Don.Ware@mail.com
6		Sara James	7458	Sara_James@mail.com
7	✓	Bill Johnson	5678	WJohnson@mail.com
8		Bob Jones	2347	Bob.Jones@mail.com
9	✓	Leslie Wannamaker	8554	LWannamaker@mail.com
10	✓	Carol Madsen	2134	CMadsen@mail.com
11				
12				
13				
14				
15				

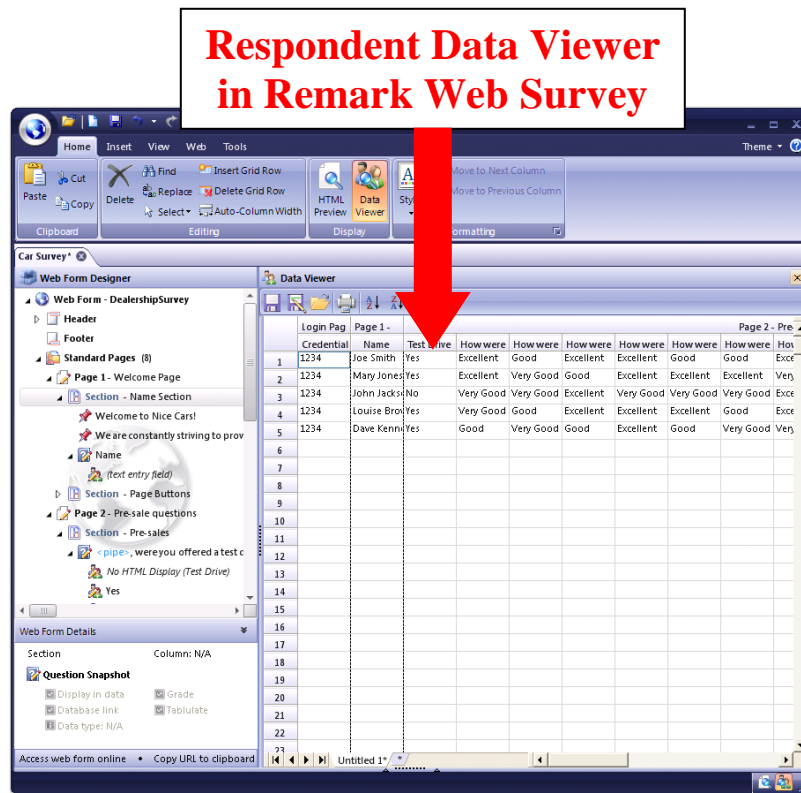
View: All

Send Reminders or Email Invitations

Email Export OK

Step 4: Collecting Data

A web form that has been published and is "live" will reside on your web server. As respondents complete your form and submit their answers, the responses get added to a data file stored on your web server. If passwords are used to access the form they are encrypted. From the Windows desktop application (Designer Component), you can retrieve the response data from completed web forms using the auto-download feature in Remark Web Survey. Alternatively you can manually download the data from the Server Component via a web browser. When downloading data in Remark Web Survey, you have the option to download the entire data set, download only the new submissions since the last download or to download the incomplete data submissions. When viewing incomplete data, you can decide what percentage of questions needs to be answered in order for the data to be considered valid. The data appear in a spreadsheet-style grid (shown below). You can then export this data to over 30 file formats, or analyze the data in Remark Web Survey's own analysis component, Remark Quick Stats (see next section).



Respondent Data Viewer in Remark Web Survey

Step 4a: Exporting and Saving the Data

More than 30 standard data output file formats are available for use, including the following:

Formats	Applications Supported
Database Formats	Access, SQL Server, Oracle, dBase, ODBC and Paradox
Spreadsheet Formats	ASCII (various styles), Excel, Lotus and Text
Remark	Format for use within any Remark software product
HTML, XML	Internet or Intranet applications
SPSS	SPSS statistical software
ODBC	Open database connectivity to connect to other database types

Step 4b: Remark Quick Stats

Remark Quick Stats is a built-in analysis package that can be used to tabulate surveys and grade tests. The software provides several standard reports. Reports can be customized to include user specified titles, colors, fonts and graphics.

For a survey, you can run reports such as an item analysis, item statistics or crosstabs to view your results. You can set benchmark ratings for individual or groups of questions or generate reports based on demographic or other information. If you administer tests, the software can grade them quickly and easily. You can specify an answer key, grade scale, learning objectives, benchmark scores and other options, and then the software can grade the test and produce statistics and graphs representing the item analysis, frequency distribution, student scores and several other test statistics.

Survey Statistics include:

- For each item Remark Quick Stats calculates: Mean, Variance, Standard Deviation, Standard Error, Min, Max, Range, Median, Skewness, Kurtosis, T-Value, Percentiles, Confidence Intervals
- For each answer choice Remark Quick Stats calculates: Frequencies, Percentages, Valid Percent
- A Response Report displays all of the typed comments for any open ended question on one, easy to read, report (grouped by question or respondent)
- Crosstabs
- A Group Report displays means for groups of questions that you want to analyze as a whole

Test Statistics include:

- A Grade Wizard steps you through the process of setting up an answer key, grade scale, questions points, learning objectives, benchmark scores and other grading information for your test
- For each item Remark Quick Stats calculates: Mean, Variance, Standard Deviation, Standard Error, Min, Max, Range, Median, Skewness, Kurtosis, T-Value, Percentiles, Confidence Intervals, P-values, Point Biserial Correlation
- For each answer choice Remark Quick Stats calculates: Frequencies, Percentages, Point Biserial
- For each student Remark Quick Stats calculates: Total score, Raw score, Grade, Dev. IQ, Number correct, incorrect, unanswered
- For the test Remark Office OMR calculates: Number of graded tests and items, Max, Min, Median, Range, Percentile scores, Mean, Variance, Standard Deviation, Confidence Intervals (1,5,95,99%), KR 20, KR21, Coefficient (Cronbach) Alpha
- A Grade Report displays each student's test results
- A Group Report displays grades for specific subsets of your data

In addition, Remark Web Survey comes with an online analysis component called Remark Live Stats. With this feature, you can view an item analysis, response report or duration report (shows the average length of time it took your respondents to complete the form) for any live form. You can create accounts to allow others to log in to Remark Live Stats to view these reports.

Note: For detailed report examples please view the Remark Quick Stats whitepaper available through [Gravic](#).

Remark Web Survey Features:

Web Form Design Features	
Option button, checkbox, drop-down box and textbox style questions	<input checked="" type="checkbox"/>
Convert Remark Web Survey 3/4 forms, Remark Office OMR and Remark Classic OMR templates for easy integration	<input checked="" type="checkbox"/>
Create multi-page web forms	<input checked="" type="checkbox"/>
Customize formatting styles to match the look of any site	<input checked="" type="checkbox"/>
Group questions in tables for greater formatting control	<input checked="" type="checkbox"/>
Add multimedia to enhance your web form (audio, video)	<input checked="" type="checkbox"/>
Preview your web form for mobile devices	<input checked="" type="checkbox"/>
Use graphics as answer items	<input checked="" type="checkbox"/>
Build in skip logic (question branching) to direct respondents to specific questions based on how they answer other questions	<input checked="" type="checkbox"/>
Pipe responses from one question to a different question, label or answer on the web form for greater personalization	<input checked="" type="checkbox"/>
Specify answer input patterns (phone numbers, dates, etc.)	<input checked="" type="checkbox"/>
Place questions in columns across the page to minimize scrolling	<input checked="" type="checkbox"/>
Apply rich text formatting to fine tune formatting options	<input checked="" type="checkbox"/>
Print forms for review	<input checked="" type="checkbox"/>
Spell check web form content	<input checked="" type="checkbox"/>
Customize the form complete ("thank you") page respondents see when they submit the form	<input checked="" type="checkbox"/>
Place popup info pages on a form to display static information	<input checked="" type="checkbox"/>
Randomize page and answer order to avoid bias and cheating	<input checked="" type="checkbox"/>
Include progress bars so respondents can see how much of the form they have completed	<input checked="" type="checkbox"/>

Web Form Administration Features

Password protection with optional usernames, including the ability to generate random passwords	<input checked="" type="checkbox"/>
Session timeouts for password-protected forms, keeping your form more secure	<input checked="" type="checkbox"/>
Respondent detection for tracking who has completed the web form	<input checked="" type="checkbox"/>
Built-in email center for sending invitations and reminders	<input checked="" type="checkbox"/>
Embed respondents' login credentials into email invitations	<input checked="" type="checkbox"/>
Personalize emails through merge fields (merge in name or password)	<input checked="" type="checkbox"/>
Create and save reusable email templates	<input checked="" type="checkbox"/>
Import lists of email addresses	<input checked="" type="checkbox"/>
Insert query parameters to embed hidden information into invitation URLs that can be presented to the respondent on the form and becomes part of your data set	<input checked="" type="checkbox"/>
Allow respondents to pause and resume the web form, including receiving an email reminder	<input checked="" type="checkbox"/>
Schedule in advance when forms are live	<input checked="" type="checkbox"/>
Set response limits so that the form is not accessible once the limit is reached	<input checked="" type="checkbox"/>
Automatic form upload/data download to and from your web server without the need of a website administrator	<input checked="" type="checkbox"/>
Email notifications for entire form submissions using either SMTP with optional authentication or a Sendmail server	<input checked="" type="checkbox"/>
Customize email submissions based on how specific questions are answered	<input checked="" type="checkbox"/>
Email responses back to the respondent	<input checked="" type="checkbox"/>
Provide response confirmation pages so respondents can review their responses before submitting the form	<input checked="" type="checkbox"/>
Utilize IP tracking on respondents or make them completely anonymous	<input checked="" type="checkbox"/>

Data and Analysis Features	
Export data to 30+ file formats	<input checked="" type="checkbox"/>
Download incomplete data submissions and specify the completion percentage required in order to analyze or export data	<input checked="" type="checkbox"/>
Track the length of time it takes respondents to complete your form	<input checked="" type="checkbox"/>
Use the same Remark Quick Stats available with other Remark products to tabulate surveys and grade tests	<input checked="" type="checkbox"/>
Review real-time responses with Remark Live Stats	<input checked="" type="checkbox"/>
Create user accounts to control who has access to data and reports	<input checked="" type="checkbox"/>
Linux/Unix or Windows based web server compatible, plus built-in diagnostics	<input checked="" type="checkbox"/>

Minimum System Requirements

For the Designer Component:

- ✓ Personal Computer with 1 GHz or faster processor
- ✓ Windows 32-bit and 64-bit operating systems: XP SP3, Vista SP2 and Windows 7 SP1 (Note: SP stands for "Service Pack")
 - The Remark Web Survey Designer will run on Windows Server 2003 SP2 and Windows 2008 SP2, but please note the software is not a client/server application and is not supported in a virtual or server-based environment
- ✓ Internet Explorer 6 or later (used for viewing forms as they are created in the Designer component)
 - Internet Explorer does not need to be your default web browser; it need only be installed and configured for use on the system
- ✓ 1 GB RAM
- ✓ 1 GB free fixed disk space
- ✓ CD-ROM drive (for installation purposes)
- ✓ Screen/monitor resolution of 1024x768 or higher and at least 32-bit color
- ✓ Mouse or other pointing device
- ✓ Internet connection required for automatic form publishing and data downloads

For the Server Component:

- ✓ A Unix, Linux or Windows based web server capable of running Perl CGI scripts
- ✓ Perl 5.8 or later (see www.perl.com or www.activestate.com for information on obtaining a copy of Perl)
- ✓ A qualified website administrator with root/admin access to the web server

Who Uses Remark Web Survey?

- **Education Professionals** for institutional research, course evaluations, student, parent or community surveys;
- **Marketing Professionals** for consumer surveys;
- **Government Agencies** for data compilation from internal and external sources;
- **Healthcare Industry** for customer surveys, patient data and research;
- **Human Resource Departments** for employee surveys, time sheets and evaluations;
- **Training Professionals** for course and instructor evaluations and tracking.

Flexible Licensing

Remark Web Survey comes in many varieties. You can purchase single-user licenses, multi-copy packs for multiple users, site licenses and designer-only licenses. Please contact us to discuss your needs and for pricing information.



About Gravic, Inc.

Gravic, Inc. is a privately-held corporation located in Malvern, PA, about ten miles (16km) west of Philadelphia, PA USA. We make a number of computer software products for data collection, transformation and distribution uses. Customers for our products include schools (Primary and Higher Education), hospitals, large and small businesses, health care, government agencies, market researchers, trainers, meeting planners, brokerages, travel agencies, stock exchanges, electric utilities and telcos.

In 2001, we completed a merger of our three predecessor companies. Principia Products, Inc. was restructured and renamed to Gravic, Inc. in order to capitalize effectively on our data collection, transformation and distribution core competencies. Our core purpose is *To Improve Society Through Innovation*, a theme that you will find in all of our products, services and corporate activities.

Please visit our web site at www.RemarkSoftware.com to learn more about our company, values and purpose.

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