



AnySite Segmentation 2.0 Canada 2011 Release Notes

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The 2011 release of the AnySite[®] Segmentation 2.0 Plug-in for Canada includes the PSYTE HD segmentation system and the Spring 2010 Print Measurement Bureau (PMB) survey data, which have been updated to reflect the 2011 household distributions.

For more information on PSYTE HD, see <http://www.pbinsight.com/psytehd>.

Installing Segmentation

New Customers

If you are a new customer, follow the instructions in Chapter 2 of the AnySite Segmentation User Guide to install the AnySite Segmentation 2.0 Plug-in:

<http://www.pbinsight.com/support/product-documentation/details/anysite-segmentation>

Upgrade Customers

If you are an upgrade customer, you *must* uninstall your existing version of the AnySite Segmentation prior to installing this 2011 version. Instructions for uninstalling the AnySite Segmentation Plug-in are located at the end of Chapter 2 in the *AnySite Segmentation User Guide*:

<http://www.pbinsight.com/support/product-documentation/details/anysite-segmentation>

After uninstalling the previous year's Segmentation Plug-in, follow the instructions in Chapter 2 of the AnySite Segmentation User Guide to install the AnySite Segmentation 2.0 Plug-in.

Contact Technical Support at 518.285.7283 or 800.552.2511 if you require assistance.