



AnySite Segmentation 2.0 US 2011 Release Notes

The 2011 release of the AnySite® Segmentation 2.0 Plug-in for the US includes the PSYTE US Advantage segmentation system, US Financial PSYTE segmentation data and the Fall 2010 Mediamark Research Inc. (MRI) survey data, which have been updated to reflect the 2011 household distributions.

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For more information on PSYTE US Advantage, see:

<http://www.pbinsight.com/products/data/demographic-data/segmentation-data/psyte-us-advantage2>

For more information on Segmentation, see: http://www.pbinsight.com/files/resource-library/resource-files/anysite_segment20_datasheet.pdf

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.

Known Issues

Invalid ASDE setting error

After AnySite Segmentation installation and before starting AnySite and go to the root directory of AnySite_US (default: C:\Program Files\MapInfo\AnySite_US). Create a "My Projects" folder if one does not exist. Start AnySite.