software for qualitative data analysis, management, and model building.
ATLAS.ti is a powerful workbench for the qualitative analysis of large bodies of textual, graphical, audio and video data. Sophisticated tools help you to arrange, reassemble, and manage your material in creative, yet systematic ways. ATLAS.ti keeps you focused on the material itself. Whether your field is anthropology, economics, criminology, or medicine: ATLAS.ti will meet your qualitative analysis needs!

ATLAS.ti offers an unsurpassed range of media for you to work with: whether it’s coding hundreds of audio clips or thousands of photos, ATLAS.ti will never let you down!

Rich text documents may contain arbitrary formatting, live web links, and even embedded objects such as Excel™ tables, PowerPoint™ slides, audio and video clips. Enjoy the freedom of working with dozens of graphic and audio formats (WAV, MP3, WMA, etc.) as well as most common video types (AVI, MPG, WMV, etc.). Play multimedia files in sync with their transcriptions. And you can even do your transcription work right inside ATLAS.ti.

Videos of any length, Google Earth geo-data, and even native PDF: ATLAS.ti lets you work with more data formats than any other QDA software.

One of ATLAS.ti’s greatest strengths is its ability to handle a huge variety of media types.

What ATLAS.ti can do for you.

One of ATLAS.ti’s greatest strengths is its ability to handle a huge variety of media types.

«I have probably tried most packages on the market and after all is said and done there is only one I would use or recommend. ATLAS.ti»
Catharine Payze, Department of Psychology, University of South Africa

«Those starting off with using software to assist them with their qualitative research find this package the most straightforward and quickest to learn.»
Angela Aubertin, London School of Economics and Political Science

For further information visit www.atlasti.com
**ATLAS.ti tools and features for your complex projects.**

Your central workspace in ATLAS.ti is the Hermeneutic Unit Editor. Think of it as a container for your project. The Hermeneutic Unit organizes all the primary documents for a given project. Primary documents represent the text, graphical, audio and video materials you want to analyze.

Access to all basic project components such as primary documents, quotations, codes and memos is fast and comfortable. Specialized manager windows for increased control may be activated at any time. Coding can be done by simply dragging codes from the Code Manager onto the selected piece of data.

The Object Managers, the Object Explorer, and the Co-occurrence Explorer let you browse and navigate through your project data. Visualize your findings and interpretations in a digital mind map as you go along.

**Code systematically and develop a system that fits your specific research subject.**

Get to know your material in depth. Explore your data with the Network Editor, the Text Search Tool, the Auto Coder, the Object Crawler, the Word Cruncher and the Query Tool. These tools will help you to discover the «texture» of your data, its interwoven meanings.

**Strong team work support.**

ATLAS.ti supports collaborative work in several highly effective ways. Dedicated tools (such as the User Administration tool and the HU Merger) as well as some general principles of the software (assigning explicit ownership to every piece of data analyzed and created), make collaborations a breeze. HTML / XML generators and the XSLT converter let you publish and exchange your material online.

All these state-of-the-art tools (and a few more) help the researcher to work swiftly and efficiently.

«I never attended a training and I am pretty clueless when it comes to technology, but the tutorial and user guidebook were enough to get me started. People ask me how I got done so fast, and I tell them, ATLAS.ti».
Lois MacNamara, Assistant Dean for Student Affairs, Graduate School of Education, University of Pennsylvania

«Beyond any data complexity the epistemological primitives relations drive me to improve my creativity skills to analyze them. Its interactive potentiality with other useful software is constantly increasing the scope of my questions.»
Cesar A. Cisneros Puebla, International Institute for Qualitative Methodology, University of Alberta
Network editor.
The Network Editor displays complex relations between codes, quotes, memos and other entities. It is the ideal workspace for building models and theories from your findings.

Object Crawler.
The Object Crawler finds all objects matching a search pattern.

Code Manager.
The Code Manager is a frequently used tool from the workbench. The optional auto color mode visualizes the groundedness and theoretical relevance of a code.

Query Tool.
For powerful queries on coded data the Query Tool is your first choice. Boolean, proximity and semantic operators can be freely combined.

Hermeneutic Unit Editor.
ATLAS.ti main workspace – the HU editor. A PDF document is displayed with its associated codes, memos and hyperlinks in the margin area. A list of codes floats in the foreground.

Analyzing Multimedia.
Coding images, audio and video is just as easy. Note the inverse display of the selected data segment above. By the way, this is Central Park West.

For further information visit www.atlasti.com
Some of the features that make ATLAS.ti the most sophisticated qualitative data analysis tool available today.

- Interactive and automatic coding of rich text, image, audio and video materials.
- Full native Adobe™ PDF support (text, images, layout, without conversion).
- «Rich» Text support with embedded active objects (Excel™, images, etc).
- Powerful geo-coding facility through GoogleEarth™ integration.
- On-board transcription and text-to-media synchronization.
- «Live» editable documents with dynamic multi-project update.
- Fully interactive margin area with drag & drop linking, coding, merging.
- Gain a hierarchical view of your data through the Object Explorer.
- Analyze coded data with the Co-occurrence Explorer.
- Visual model building and «Mind Mapping» with the graphical Network Editor.
- Theory building & reuse: Create & transfer knowledge networks between projects.
- Hypertext: Create and navigate Hyperlinks to analyze threads of conversation.
- Powerful search & retrieve functions with Boolean, semantic, and proximity-based operators.
- The Object Crawler searches for textual patterns in the project.
- Export project data to SPSS™, HTML, XML, CSV.
- East Asian and Middle East language support.
- Create impressive presentations using the built-in XML / XSLT converter.
- Single compressed file project backup and migration.
- Table-based bulk assignment of primary documents plus attributes («families»).
- Extensive teamwork support (project merge, packaging and migration, entity authorship, shared documents).
- QUESSY.ti: include database content (Oracle™, MySQL, etc.) in your analysis (commercial and multi user licenses).

«ATLAS.ti is the only program that currently treats text segments marked by users, and/or coded, as computer objects. As a result they can be named, adjusted, written about and included in network diagrams.»
Raymond C. Maietta, Ph.D., President ResearchTalk Inc

«Using the software to code and analyze the data greatly simplified a difficult task, provided the means to compare among disciplines, and to draw conclusions based on trends and themes in the data. I still have a lot to learn about using ATLAS.ti, but even as a novice user, the software was of enormous help.»
Carole A. George, Carnegie Mellon University Libraries

For further information visit www.atlasti.com
ATLAS.ti can directly access database systems! Through QUESSY.ti, a server-based add-on application from the growing ATLAS.ti product family, you can now search full-fledged SQL databases, retrieve plain content, documents and multimedia files that match your criteria, sort and preprocess the results online, and import them directly into ATLAS.ti for detailed analysis. QUESSY.ti currently supports Oracle, MS SQL Server, MySQL, and MS Access.

Together, ATLAS.ti and QUESSY.ti open completely new knowledge management perspectives, combining Data Mining and Qualitative Data Analysis in the same formidable tool.

ATLAS.ti : Renowned for support.

ATLAS.ti comes with unsurpassed service and multiple sources of support: In addition to the detailed manual, online help and a burgeoning FAQ collection, powerful peer-to-peer support is available through the ATLAS.ti Forum and our mailing list with thousands of members. ATLAS.ti workshops are held worldwide, and for those users who cannot attend in person, our series of online video tutorials offers makes learning the ins and outs of the program a breeze. The ATLAS.ti Ordering Center offers 24/7 service, with orders accepted in 11 languages, 19 currencies and courteous staff to assist you by phone during regular business hours. For assistance with the program, our Support Center lets you conveniently contact our developers and our competent support staff via a state-of-the-art helpdesk system, guaranteeing swift turnaround and short response times. And last but not least, we provide frequent service packs via automated download right to your computer so as to always keep your software up-to-date and cutting-edge!

Worldwide reseller network.

You can buy ATLAS.ti from resellers all over the world. To find a reseller near you, visit our website at www.atlasti.com

Also in ATLAS.ti: full database access with QUESSY.ti.

ATLAS.ti never pushes you to take one analytic path over another, so every project turns out quite differently, which is just as it should be. I love how you stay so close to the data at every little analytic step, and how you can work and analyze directly from the visual networks – which is the only tool I have ever found to actually speed up qualitative analysis.

Nicholas Woolf, Woolf Consulting, Santa Barbara

«I think that this community knows that it is a really good product in and of itself, but more than that the responsiveness of the designers is incredible, and the community built around this software package is some-thing that is very rare indeed. I am only on one other list serve that comes anywhere close to the dedicated support and truly engaging commentary found here.»

Zeno Franco, Research and Technology Coordinator, RIMS, University of California

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For more information or to download a free trial version visit www.atlasti.com
Licensing options that fit your need.

Our licensing models offer your organization a range of benefits. We make it easy for you to save costs, eliminate administrative overhead, and boost user flexibility by offering permanent access to upgrades and updates.

We offer educational licenses with a 65% discount!

All ATLAS.ti license models include our extensive support services for free! You may switch your license lease to a fully owned license model at any time.

For pricing and payment information, please visit www.atlasti.com

"As a PhD student, I have been very pleased with the way ATLAS.ti has helped me to organise and navigate my data. I have transcripts of 16 videos and 24 interviews as well as 24 reports, adding up to a huge volume of work. It is great to have it all in one place and to be able to call it up quickly."

Victoria C. Rowe, MA, CRSM, Roehampton University

"I would like to add that students find it easy to learn because the system is very logically organized, it is integrated (all tools are in the same screen, no need to learn complicated routes), and it can triangulate data from different types of sources of information. Students can rapidly find the usefulness of the software and can quickly make sense of their data even by using some of the basic tools of ATLAS.ti (no need to use the more complicated tools in order to complete an analysis project adequately)."

Ricardo B. Contreras, Department of Anthropology/Florida Prevention Research Center (COPH), University of South Florida

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ATLAS.ti has three online systems in place for you to easily access and closely monitor your multi-user software licenses. All systems are available free of charge!

**ATLAS.ti – two decades of German software engineering.**

ATLAS.ti was developed as part of the ATLAS Project (1989-1992) at the Technical University of Berlin. In 1993, Thomas Muhr released the first commercial version, marking the beginnings of Scientific Software Development, now ATLAS.ti GmbH. Hailed enthusiastically by many luminaries such as Anselm Strauss (he wrote the foreword of the manual), ATLAS.ti quickly established itself as the de-facto standard QDA application in a wide variety of fields.

In the years since then we have stayed true to our principles of solid engineering, innovation, and uncompromising dedication to quality. Our developers work in close interaction with practitioners, researchers, and consultants worldwide. Our company serves hundreds of thousands of users all over the world and has firmly rooted itself in a way that guarantees for many more decades the very level of reliability and product quality our users have come to trust and appreciate.

**ATLAS.ti works for you.**

ATLAS.ti has been setting standards in QDA software for more than a decade. We deliver a software tool that is as universally usable as it is uniquely capable. And because ATLAS.ti supports open standards such as XML, your data will be usable for many decades to come. Our main focus is on giving you the performance, the quality, and the flexibility you need to support the way you work. New and experienced users in all research areas alike benefit greatly from the power of ATLAS.ti – the only true Knowledge Workbench!

For pricing and payment information please visit [www.atlasti.com](http://www.atlasti.com)
What do all these institutions have in common?

They all use ATLAS.ti!

ATLAS.ti has been at the forefront of QDA software for the last ten years. Our focus is on performance and quality rather than marketing hype. We aim to support the way people think, plan, and approach solutions in all research areas. The backbone of ATLAS.ti is solid software engineering, centered around the needs of our users. With ATLAS.ti, all the tools you need are only a mouse click away! www.atlasti.com