m-s TESTSTUDIOS Herzog + Klein GmbH

TD TESTSTUDIOS DEUTSCHLAND WWW.TESTSTUDIOS-DEUTSCHLAND.DE

Nuremberg
Hamburg
Cologne
Stuttgart
Essen
Berlin
Frankfurt
Leipzig
Bochum
Munich

The new m-s Teststudio with over 580 m² studio space in a prime inner city location is situated in the central pedestrian area of Hamburg. This ensures the availability of a wide demographic base of test persons from Hamburg and the surrounding area.

www.ms-teststudios.de
www.teststudios-deutschland.de

Premises

With over 580 m² of studio space we offer you one of the largest and most modern test studios for your individual requirements.

The test places are all equipped with CAPI and broadband Internet access. Large, soundproofed one-way mirrors enable you to observe the large, air-conditioned focus group rooms. A unit separated spatially from the studio provides for a private atmosphere.

Technology and equipment

What all studios of Teststudios Deutschland have in common are high-quality and modern technical facilities with test kitchens, panoramic mirrors, interpreting systems and centralised control systems of DVD, video and audio technology in all popular formats. Current FocusVision technology for the transmission of images and sound as well as alternative web streaming are also available.

Comfortable atmosphere

We offer 2 focus group rooms including observation units. Each of the two observation units provides space for 10 observers.

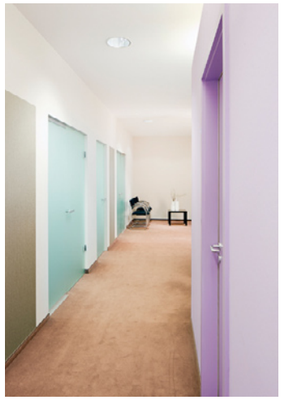
You have the unique opportunity to connect both focus group rooms, thus resulting in a room of 15 metres in length. In addition, 5 individual test places are available for all types of studio tests.

Range of services

We conduct all kinds of studio tests, focus groups and workshops in the areas of consumer goods, services, capital goods and media. We have a nationwide network of pharmaceutical interviewers.

Testküche

The test kitchen is fully equipped with ceramic hobs, convection oven, microwave, dishwashers and various refrigerators and freezers. In total there are 400 litres of freezing and 1,000 litres of cooling capacity available.



Facilities

- 2 flexibly divisible and fully air-conditioned focus group rooms with separate observation lounges, all with soundproofed, wall-sized one-way mirrors
- Refrigerated wall cabinets, market shelves, shop simulations
- Spacious test kitchen with various refrigerators and freezers
- Separate rooms for individual interviews, each with high-speed Internet access, video, TV and sound technology
- Audio and video recording
- Modular IT technology for online surveys and CAPI – also in the group, usability tests for websites and software
- PC/notebook for each place as well as wireless LAN throughout the studio
- Live transmission of the images and sound of the interviews and discussions in the observation lounges and via Internet
- Interpreting service, also with simultaneous translation of individual interviews or whole focus groups
- Comfortable observer lounges
- HD web streaming

FocusVision

Contact

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Ute Fehling

This studio is a member of Teststudios Deutschland

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