m-s TESTSTUDIOS
Herzog + Klein GmbH

TESTSTUDIOS DEUTSCHLAND
WWW.TESTSTUDIOS-DEUTSCHLAND.DE

The m-s Teststudio with over 1,000 m² studio space in a prime inner city location is situated in the central pedestrian area of Nuremberg. This ensures the availability of a wide demographic base of test persons from Nuremberg and the surrounding area. The Management and central booking support line are located in the Nuremberg studio.

Nuremberg
Hamburg
Cologne
Stuttgart
Essen
Berlin
Frankfurt
Leipzig
Bochum
Munich

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

Doubled Studio Space!

Premises

With over 1,000 m² of studio space we offer you one of the largest and most modern test studios for your individual requirements.

The 30 test places are all equipped with CAPI and broadband Internet access. Large, soundproofed one-way mirrors enable you to observe the 4 large, air-conditioned focus group rooms.

Technology and equipment

What all test studios of m-s Teststudio 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.

Latest FocusVision technology for the transmission of sound and image.

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.

Comfortable atmosphere

Amongst other things, the dome cameras can be controlled and events recorded from the spacious client lounge with bistro.

In order to observe the discussions, 6 video screens and a floor-to-ceiling one-way mirror are available. In addition, a terraced seating room for up to 15 people is available for observers.

Test kitchen

The test kitchen is fully equipped with ceramic hob, convection oven, microwave, dishwasher and various refrigerators and freezers. In total there are 2,000 litres of freezing and 1,000 litres of cooling capacity available.

Facilities

- Fully air-conditioned and flexibly adaptable focus group rooms with separate observation lounges, each with soundproofed, wall-sized one-way mirrors
- Refrigerated wall cabinets, market shelves, shop simulations
- Modern, spacious test kitchen, various refrigerators and freezers
- Separate rooms for individual interviews, each with high speed Internet access, video, TV and sound technology
- Remote-controllable cameras in rooms
- Modular IT technology for online surveys and CAPI – also for groups, usability tests for websites and software. PC/notebook at every test place as well as wireless LAN throughout the entire studio
- Audio and video recording on DVD, VHS, audio CD and MP3 (PAL, SECAM, NTSC)
- Live transmission of video and audio interviews and discussions to the observation lounges and via the Internet
- Interpreting service with simultaneous interpreting of individual interviews or whole focus groups
- Comfortable observation lounges with bistro and terraced seating room
- Latest FocusVision technology for the recording and live transmission of image and sound
- HD webstreaming
- FocusVision technology in the whole studio

FocusVision

Contact

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Management

Frank Herzog

Studio management

Tanja Günther

This studio is a member of Teststudios Deutschland

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