



Herzog + Glaser  
TESTSTUDIOS

With over 500,000 inhabitants, Leipzig is the centre of the Central German economic region and the fastest growing city in Germany. Ten thousand new inhabitants every year confirm the favourable prospects for business, education, trade, culture and transport. This is the ideal starting point for us to find your target groups safely and precisely. Just a few minutes' walk from the main railway station and the "Markt" S-Bahn stop, you will find our studio in an attractive city centre location.

- Leipzig  
Mannheim  
Munich  
Nuremberg  
Stuttgart  
Berlin  
Bochum  
Cologne  
Düsseldorf  
Essen  
Frankfurt  
Hamburg  
Hanover



www.hg-teststudios.de  
www.teststudios-deutschland.de



### Largest Provider in Germany

The H+G Teststudio in Leipzig is proud to be a partner of the HGT Teststudios Deutschland Network, the largest provider of test studio research in Germany, boasting 16 facilities across 13 locations.

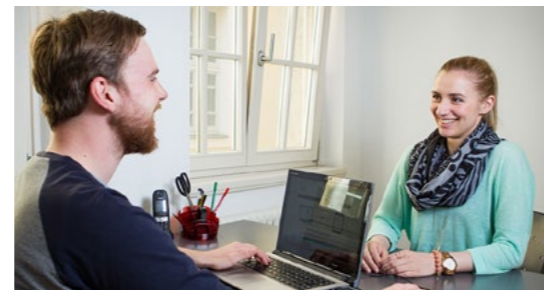
Every studio within the network is equipped to deliver everything you need for high-quality data collection.

### Facilities

With 450 m<sup>2</sup> of studio space, we offer you a spacious and modern equipped test studio with 20 test stations and 3 focus group discussion rooms with one-way mirrors, observation rooms and customer lounges.

### Technology and Equipment

Like all HGT Teststudios Deutschland studios, our Leipzig location is outfitted with state-of-the-art technology. Facilities include high-speed Wi-Fi throughout, multimedia and internet-enabled PCs, interpreter systems, as well as HD video and audio streaming and recording capabilities.



### Range of Services

In addition to our state-of-the-art facilities for all types of studio testing, we offer precise recruitment services and face-to-face interviews conducted outside the studio. For added convenience, you can also book optional services such as interpreters, moderation, catering, transcription, and translation.

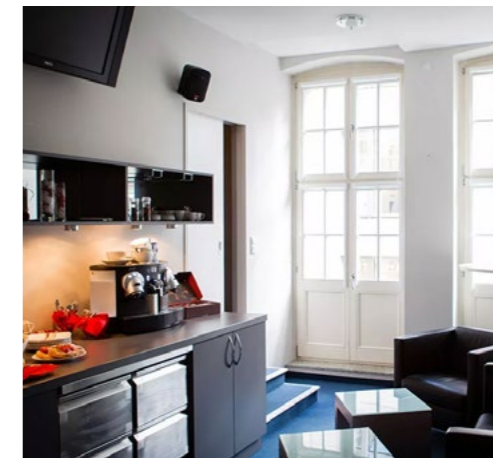
Planning a qualitative project that needs to be conducted online or in a hybrid format? Whether nationwide across Germany or internationally beyond our 13 locations, we've got you covered. At H+G Teststudios, you'll find everything you need, all under one roof!

### Methods

We offer a wide range of methodologies, including focus group discussions, workshops, one-on-one interviews, and experiments/observations. Our services also cover UX, sensory, and device-based testing, as well as surveys conducted at trade fairs, in-home settings, and points of sale. Additionally, we provide comprehensive field services.

### Industries & Markets

Our expertise spans a variety of industries, including consumer goods, automotive, retail, banking, insurance, capital goods, B2B, transport and mobility, telecommunications, media, software, election research, and pharma/healthcare sectors.



### Facilities

- 450 m<sup>2</sup> studio space
- 20 individual test stations
- 3 spacious, air-conditioned focus group discussion units with one-way mirrors and observation rooms
- 2 customer lounges
- A fully equipped test kitchen with 1,150 litre refrigeration and 1,000 litre freezer capacity
- WiFi in all rooms
- Multimedia and internet-enabled PCs
- Interpreting system
- HD video or audio streaming and recording

### Contact

#### Herzog + Glaser

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**Studio management**  
Nikole Boronczyk

#### Management



Frank Herzog

#### Frank Herzog

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This studio is a member of HGT Teststudios Germany

Further locations of the HGT Teststudios Germany:

- |                  |                   |
|------------------|-------------------|
| <b>Berlin</b>    | <b>Bochum</b>     |
| <b>Cologne</b>   | <b>Düsseldorf</b> |
| <b>Essen</b>     | <b>Frankfurt</b>  |
| <b>Hamburg</b>   | <b>Hanover</b>    |
| <b>Mannheim</b>  | <b>Munich</b>     |
| <b>Nuremberg</b> | <b>Stuttgart</b>  |