



Discover the m-s Teststudio, a premier facility offering over 650 m<sup>2</sup> of cutting-edge studio space, perfectly situated in the heart of Nuremberg's bustling pedestrian zone. This prime city-center location ensures easy access to a diverse demographic of test participants from both Nuremberg and the surrounding areas, providing unmatched reach for your research needs. The Nuremberg studio is also home to our executive team and central booking hotline, ensuring seamless coordination and a premium service experience.

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



[www.ms-teststudios.de](http://www.ms-teststudios.de)  
[www.teststudios-deutschland.de](http://www.teststudios-deutschland.de)



### Largest Provider in Germany

The m-s Teststudio in Nuremberg 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

Our Nuremberg studio spans an impressive 650 m<sup>2</sup> of space, featuring 20 individual testing stations and four spacious, air-conditioned group discussion rooms complete with one-way mirrors. Clients can enjoy comfortable facilities, including a tiered cinema for 12-15 people and two large, stylish lounges. Additionally, the fully equipped test kitchen offers an impressive 2,000 litres of freezer and 2,000 litres of refrigeration capacity.

### Technology and Equipment

Like all HGT Teststudios Deutschland studios, our Nuremberg 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.

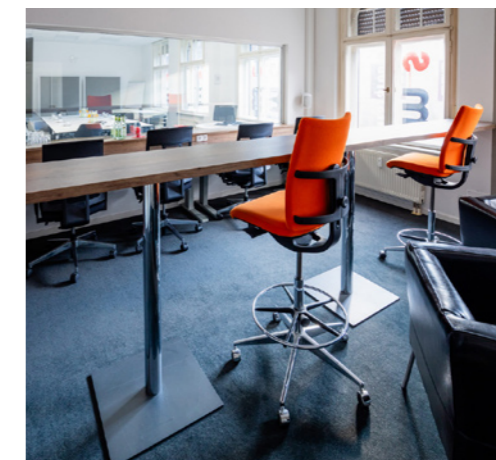
Planning a qualitative project that needs to be conducted online or in a hybrid format? Whether nationwide across Germany or internationally beyond our 13 locations, we've got you covered. At m-s Teststudios, you'll find everything you need, all under one roof!

### 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

- 650 m<sup>2</sup> of studio space
- 20 individual testing stations
- 4 spacious, air-conditioned group discussion rooms with one-way mirrors
- Comfortable client spaces, including a tiered cinema for 12-15 people and two large lounges
- Fully equipped test kitchen with 2,000 litres of freezer and 2,000 litres of refrigeration capacity
- Wi-Fi throughout all areas
- Multimedia and internet-enabled PCs
- Interpreter systems
- HD video and audio streaming and recording capabilities

### Contact

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**Frank Herzog**  
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#### Management



Frank Herzog

#### Studio management



Tanja Günther

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>Leipzig</b> | <b>Mannheim</b>   |
| <b>Munich</b>  | <b>Stuttgart</b>  |