HGT TESTSTUDIOS DEUTSCHLAND
HERZOG | GLASER | THELEN

Herzog + Glaser
TESTSTUDIOS

Munich is one of Germany's leading business metropolises, known for its strong presence in the technology, automotive and financial services sectors. The city offers a high quality of life, an innovative start-up scene and attracts numerous international companies and professionals. Our 400m² studio is located in the centre of the pedestrian zone. The central location ensures accessibility to a diverse group of test subjects.

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

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

Largest Provider in Germany

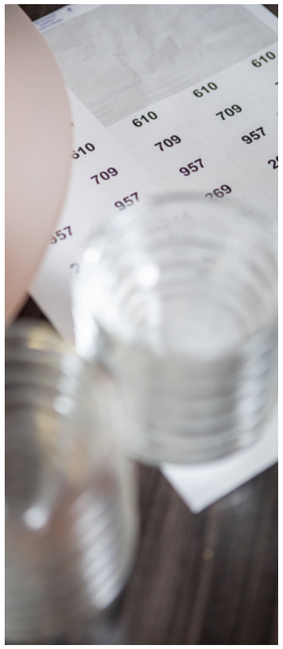
H+G Teststudio in Munich is proud to be a partner of the HGT Teststudios Deutschland Network, the largest provider of test studio research in Germany, boasting 14 facilities across 12 locations. Every studio within the network is equipped to deliver everything you need for high-quality data collection.

Facilities

400 m² of studio space, 20 individual test stations and 2 spacious, air-conditioned focus group units with one-way mirrors, observation rooms and customer lounge. A fully equipped test kitchen with 1,500 litres of deep-freeze and 2,000 litres of refrigeration capacity.

Technology and Equipment

Like all HGT Teststudios Deutschland studios, our Munich 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 12 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

- 400 m² studio space
- 20 individual test stations
- 2 spacious, air-conditioned focus group units with one-way mirrors and observation rooms and customer lounge
- A fully equipped test kitchen with 2,000 litres of refrigeration and 1,500 litres of freezer capacity
- WLAN in all rooms
- Multimedia and internet-enabled PCs
- Interpreting system
- HD video or audio streaming and recording

Contact

Herzog + Glaser
Teststudio Leipzig GmbH

Kaufingerstraße 9
80331 München
Phone +49 (0)89/23 23 19 50
e-mail: muenchen@hg-teststudios.de

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

Frank Herzog
Phone +49 (0)911/20 88 67
e-mail: nuernberg@ms-teststudios.de

Management

Frank Herzog

Studio management

Holger Claes

Danijel Lazarevic

This studio is a member of HGT Teststudios Germany

Further locations of the HGT Teststudios Germany:

Berlin
Cologne
Essen
Hamburg
Leipzig
Stuttgart
Bochum
Düsseldorf
Frankfurt
Hanover
Nuremberg