

# FIRST FLOOR FEATURES



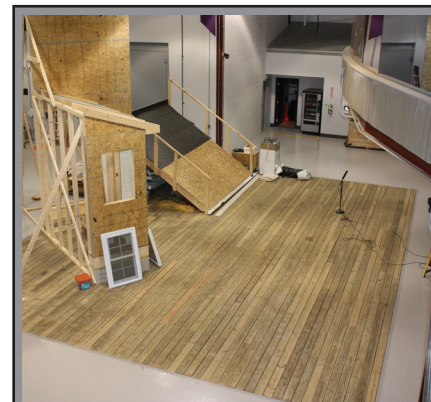
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## CENTRAL CONFERENCE ROOM & GALLERY

- 56' x 34'
- Seating: Classroom-32; Theater-100; Conference-20

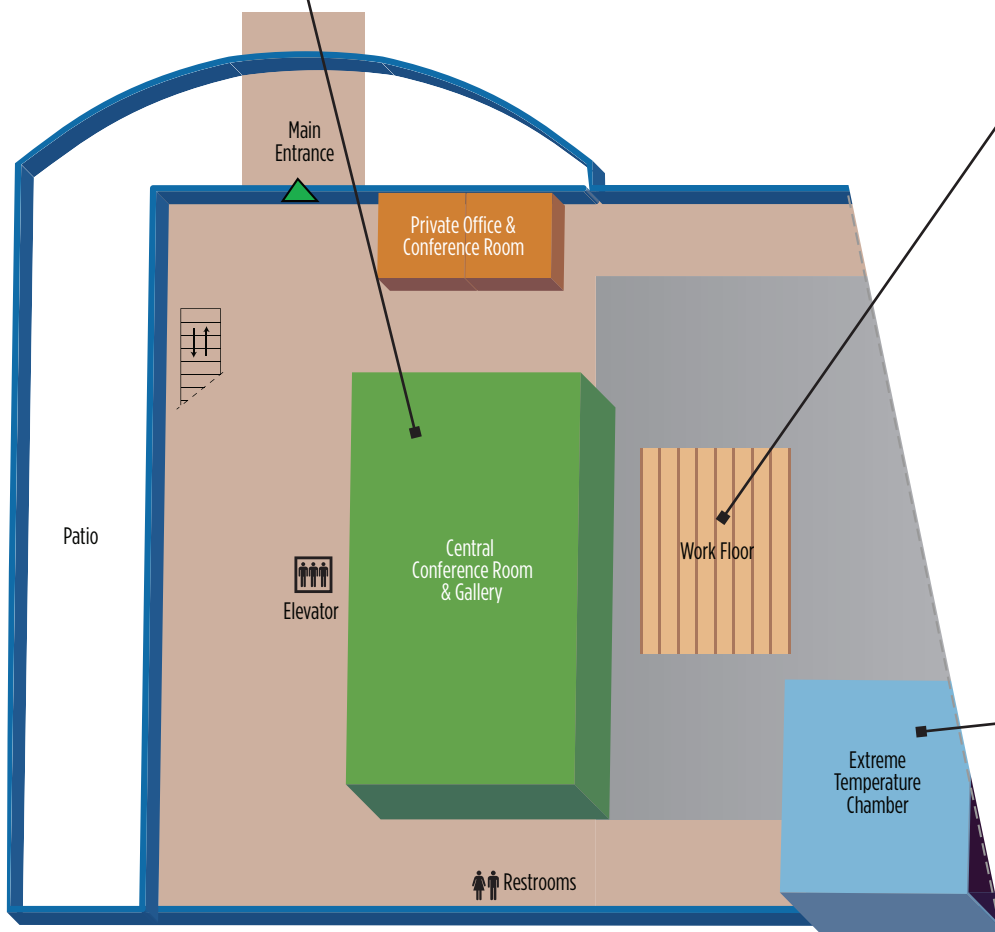
With its flexible and open design, overhead projector, retractable screen, and large one-way glass windows to view the Work Floor, this room allows for multiple meeting, research, or observation configurations.



## WORK FLOOR

- 30' x 40'
- 2-story observation
- 6 video cameras

This unique feature allows focus group clients to create, observe, and hear real-world scenarios in a controlled environment. Ample ceiling height and oversized loading dock doors allow optimal flexibility for scenario scale.



## EXTREME TEMPERATURE CHAMBER

- 27' x 23'
- From 15° to 150°F

Allows for extreme temperature simulations to make participant scenarios as true-to-life as possible, while still maintaining a controlled environment.

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# SECOND FLOOR FEATURES

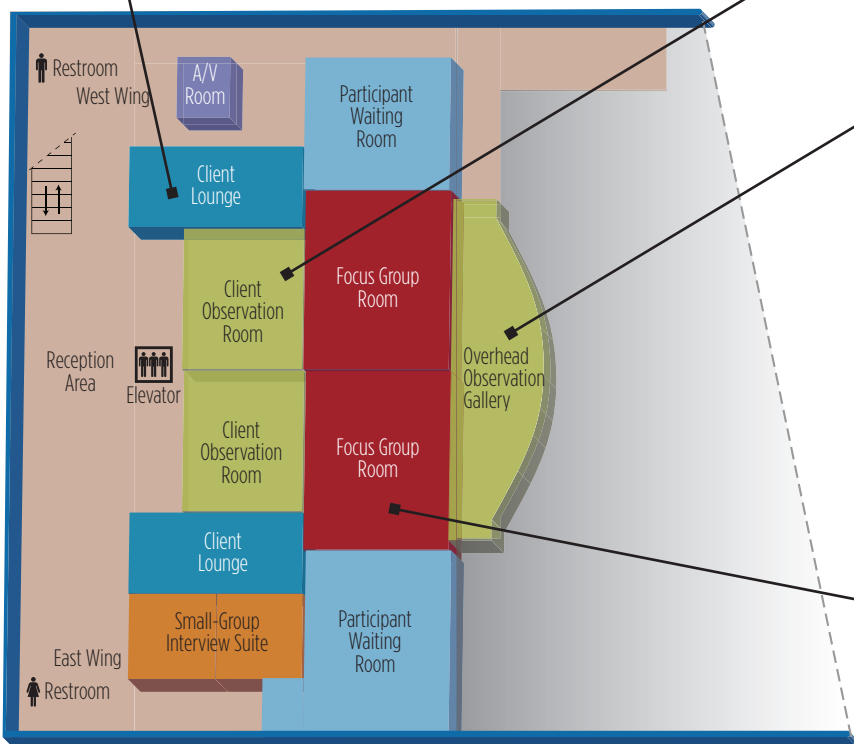


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## CLIENT LOUNGES & OBSERVATION ROOMS

Lounges are comfortable, private areas equipped with video and audio feeds of focus group activities, as well as comfortable seating, stocked pantry and refrigerator, and high-speed Internet access. Observation Rooms are comfortable and spacious with three-tiered, well-lit seating to ensure a good view for all observers. Two Observation Rooms can be combined into one large room for simultaneous observation of both Focus Group Rooms.



## OVERHEAD OBSERVATION GALLERY

Provides two tiers of seating for up to 10 observers. Overlooks Work Floor below, allowing observation through panoramic one-way glass windows and/or three large flat-screen monitors.

## FOCUS GROUP ROOMS

- 21' x 17'
- Seating: Classroom-10; Theater-24; Conference-12

Large, open, reconfigurable rooms with A/V features that allow participants to review and comment on websites, presentations, videos, or advertising concepts as needed. Focus Group Rooms can also be used in tandem with a group in one room observing a group in the other room - ideal for channel response research.

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