FIRST FLOOR FEATURES

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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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.

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.

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.