



**LAS VEGAS' PREMIER FOCUS GROUP FACILITY**



The Most Trusted Name in Market Research<sup>SM</sup>

# Precision Opinion Focus+<sup>SM</sup>



Jim Medick, the pioneer in building Las Vegas as one of the premier research localities in the United States has re-teamed with Vegas' focus group specialist Lisabeth Couturier for an exciting new division of Precision Opinion<sup>TM</sup> called Focus+.

Focus+ is the reopening and remodeling of the high-tech research center located 100 yards off the world famous Las Vegas Strip. Focus+ has been designed to provide clients, moderators and respondents the very best focus group facility available.

The latest technology is in place.

Every scenario has been considered.



# The Largest Facility In Las Vegas

- **THREE MASTER FOCUS GROUP SUITES WITH TIERED CLIENT VIEWING AND PRIVATE SUITES**
- **48-SEAT MOVIE THEATER WITH DIAL TECHNOLOGY**
- **TWO IDI ROOMS WITH CLIENT VIEWING**
- **LARGE PRODUCT DEMONSTRATION ROOM**
- **COMPUTER EQUIPPED TESTING LABORATORY**
- **PRIVATE RESPONDENT LOUNGE**
- **COMMERCIAL GRADE EQUIPPED KITCHEN**
- **UNIFORMED FIELD DATA COLLECTION TEAM WITH CAPI**



# Celebrity Focus Group Suites



- Frank Sinatra Suite
- Sammy Davis Suite
- Dean Martin Suite
- The Rat Pack Theater
- Joey Bishop IDI
- Peter Lawford IDI

- Custom Line-of-Sight Conference Tables
- Acoustic Panels for Maximum Performance Sound Absorption
- Specialty Focus Group Microphones that minimize unwanted noise and pick up all audio even if respondent turns their back from the table
- In-Use Lights to avoid unwanted disturbance



# New Modern Design



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# Technologically Advanced Focus Rooms



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# Well Appointed Client Viewing Suite



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# Large Private Client Lounges



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# 48-Seat Movie Theater



# Multi-Use Testing Laboratory



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# Commercial Grade Equipped Kitchen



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# The Right Respondent

- 12 years plus experience for management team, hosts and recruitment staff.
  - Recruiting backed by Precision Opinion's™ 350-CATI station phone room.
  - Focus+<sup>SM</sup> developed the largest Las Vegas residential and business data base available.
  - MDSS software assures participants are qualified and verified.
- Participants are quadrupled screened:
    - 1) Pre-screened online with patent pending Precision Engage<sup>SM</sup>
    - 2) Screened via phone by full time professional recruiter from pre-qualified list
    - 3) All respondents are verified and confirmed prior to group
    - 4) All respondents re-screened and verified upon check in



# The Most Technologically Advanced Facility ANYWHERE

- Moderator one touch remote control for televisions and media
- Client one touch control for pan-tilt & zoom in/out cameras
- Multi-camera views in Focus Group Suites
- Clients with multiple groups can view all rooms simultaneously
- Focus group rooms have motorized 42" Cable Ready LCD-TV with Blu-ray
- Client lounge and viewing suites have Cable Ready 32" LCD-TV with Blue-ray
- One button starts audio/video recording sessions with automatic verification of "all-systems-go" to group hostess
- 48-Seat Movie Theater with 60" Cable Ready / 3D Ready LED-TV with 7.1 Surround Sound
- Plug and Play ease for Audio and Video Equipment

- DVD Video Recording
- Digital Audio Recordings
- Noise reducing microphones
- Sound Proofed Rooms
- Secure High-speed Internet
- ActiveGroup / FocusVision / PrecisionVision Streaming Media with Burstable Bandwidth
- Secure client Wi-Fi
- Redundant Firewalls
- Redundant Internet



# Focus+ is ready to conduct your ...

- Focus Groups
- Product Placements
- Movie/TV Testing
- IDI's
- Mock Juries
- and more.



**With Jim and Lisabeth working together again, you will find incredibly high levels of service that have been missing in the Vegas market. Let us show you why we are The Most Trusted Name in Market Research<sup>SM</sup>.**



# For Information and Booking



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