

# Vantage View

## West London's newest focus group studios

Vantage View is one of only a few focus group studios located in West London. Our state of the art facilities have been designed by researchers, for researchers. Well-equipped with the latest technology, our first rate, contemporary studios cater to all your research needs. Vantage View has excellent access to rail links and UK motorways and is in close proximity to Heathrow Airport.



## Studio features

- **Vantage View focus group studio**  
The Vantage View studio comfortably accommodates up to 10 participants. The cutting-edge studio is fully equipped with the latest technology, including a 42 inch plasma screen and both wireless and network internet access.
- **Numerous break out meeting rooms**  
The breakout areas comprise of 4 meeting rooms designed for depth interviews. High speed internet access is available in each meeting room.
- **Advanced Strategy Lab facilities**  
Advanced Strategy Lab (ASL) is our industry-leading qualitative research technology that allows for simultaneous and anonymous brainstorming and input for a wide variety of research, strategic planning and brand development. ASL can be used in person with groups of 20 participants or via a combination of voice and data support in mobile and web-based labs with similar sized groups. By capturing and combining the top-level benefits of both in-person and online qualitative research, our ASL facility provides all the insight you need.
- **Viewing room facilities**  
The viewing room can accommodate 8 observers and is fully equipped with high speed internet access as well as free laptop and phone use.



## Fully equipped studio

We have additional studio facilities to maximise your focus group experience, which include:

- Web streaming
- Digital Audio recording
- Digital Video recording
- Video and Audio editing
- Plasma screen playback: A 42 inch flat screen is available for presenting
- Free parking



## Rates and bookings

For further details on our viewing facility rates please contact:

**Ian Smith**, Head of Marketing  
Harris Interactive  
T: **+44 (0)20 8263 5353**



## How to find us

M4/A4 out of London - Great West Road/A4 and continue along the M4 following signs for Staines/Hounslow. Take the exit at junction 2. At Ealing Road roundabout take the 4th exit back along the Great West Road/A4, underneath the M4 motorway. Vantage West is located on the left immediately after the EMC2 building and clock tower.

M4 into London – take the exit at junction 2 signed N & S Circular - A4 Chiswick. Stay on the A4.

### Parking at Vantage West

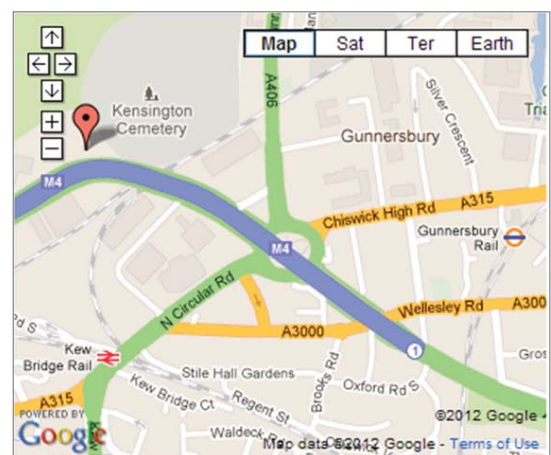
Take a left into the car park entrance and drive up to the barrier. Press the buzzer to speak with security who will give you access to the car park. Harris Interactive reception is located on the 6th Floor.

### Rail/Tube

From Kew Bridge Station – (Waterloo Mainline) - 12 Minute Walk. From Gunnersbury Station - (North London Rail or District Line Tube) - 10 Minute Walk.

### Bus

H91 – stops the closest to Vantage West. Vantage West stop Q (heading east on the A4) or stop N (heading West on the A4). 267 / 237 – exit at Brentford Fountain Leisure Centre and head towards the Chiswick roundabout



*A more detailed map and directions can be found on our website.*

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