



General

What does FocusVision do?

FocusVision transmits live video and audio of focus groups that are taking place all over the world, eliminating the need to travel. These focus groups are also recorded and archived, providing marketing departments with convenient and immediate access to their qualitative research data.

What is VideoStreaming?

VideoStreaming is the technology used to conveniently and securely transmit both live and recorded audio and video over a standard internet connection.

Who uses FocusVision?

FocusVision is used by market researchers, brand managers, market analysts, advertising executives, product innovators, and just about anyone who is interested in observing the attitudes, opinions and behaviors of the consumers who purchase and use their products or services.

Where can I find FocusVision?

FocusVision is available in over 575 focus group research facilities located in most major markets in 47 countries around the globe. FocusVision's network is expanding every week. FocusVision also offers mobile solutions making the service available almost anywhere where qualitative research is conducted. An interactive [facility map](#) is available 24/7 on the FocusVision web site at www.focusvision.com.

Does FocusVision also have its own research facilities?

No. FocusVision is installed in the research facilities where our clients require our services, but we do not own or operate any facilities. Click here to find a facility: <http://www.focusvision.com/home/findafacility.aspx>

We usually view all our focus groups from the backroom, so why would I need FocusVision?

Enabling remote viewers to watch your live research is only part of the benefit. Having access to your research data via a searchable project archive provides a wealth of additional tools that can improve productivity, enhance research presentations, and increase the speed of the analysis process. Even when choosing to invest in the time and cost of travelling to each facility, researchers have the option to expand access and invite additional viewers who would otherwise never travel to watch from the backroom.

What's included in FocusVision's service?

When using FocusVision, you can invite an unlimited number of live viewers that can be located anywhere that has an internet connection. Included in the service are several "live viewer" tools, including a live chat function, a time-synced viewer notepad, a VideoMarker and keyword VideoMarker tool, as well as document sharing and storage. There are also several "archive viewer" tools, such as video clip and highlight reel maker, the ability to download your clips and access your time-synced viewer notepad, a chat log as well as all the documents you have uploaded and stored in the archive. All projects are automatically archived for 12 months from the record date and can be indexed and keyword searched using the included subscription to Librarian, our content management archive solution tool.

I don't need a moving camera. Is there an option for a stationary camera?

The moving camera option is used for zooming in closely on respondent faces and for panning around the room to view charts and displays. If a stationary camera is sufficient, you can request our standard service without the moving camera.

Do I get a DVD of my research project after it is completed?

Since all projects are immediately and automatically archived, providing 24/7 access for 12 months following the record date, most clients no longer request DVD or CD recordings of their research. However, we do offer a CD option for an additional \$35 per day. We will burn your research onto a CD as this is more universal than DVDs and can be played on almost any computer.

General (continued)

What does FocusVision provide that I can't get from a DVD recording from the facility?

The primary benefit to using FocusVision is that you can have an unlimited number of live viewers watching as the research is taking place, which not only enables you to involve many people but also speeds up the entire research and analysis process. It is not practical or efficient for multiple people to share a single DVD after the live groups have already taken place. Other benefits from FocusVision include live chat, document sharing, video marking, clip and reel making, keyword searching and transcripts.

Is FocusVision easy to use?

There is no special training or technical expertise required to view a project. If you know how to play a movie in Windows Media Player or any similar media player, you will have no problem viewing your research using FocusVision. Even our built-in video editor and clip maker is designed so anyone can make and download movies. If you would like to participate in a demo or workshop, contact FocusVision at 800-433-8128 and choose option 6.

Is FocusVision reliable?

FocusVision is far more reliable than your favorite airline. We take great measures to ensure that all your focus groups will be transmitted and recorded successfully, so you do not need to travel to view your research locally. We have built-in redundancy to provide multiple lines of transmission and have backup redundancy should your live transmission be lost for any reason beyond our control. You will always have peace of mind with FocusVision.

Is my research secure if I use FocusVision?

When you use FocusVision, your transmission is always safe from unauthorized viewers. FocusVision uses its own equipment installed in over 575 facilities worldwide and only authorized employees have access to our equipment. Your research is encoded at the facility, preventing anyone from tapping in at the facility. Projects cannot be viewed unless authorized users have the proper credentials.

Does FocusVision offer its services outside the United States?

Yes. FocusVision is a global company with locations in all major markets on six continents. We also offer an online focus group solution available worldwide as long as you have an Internet connection.

Does FocusVision offer a demo so I can see what it looks like from my computer?

Yes. To participate in a demonstration of any product, please call 800-433-8128 and enter option 6.

How do I book a project?

Scheduling a project is easy. The most important step is to advise the facility that you will be using FocusVision. This helps to ensure you get booked into a room with our equipment. Next, call our Coordination Department to give us the project details at 203-961-1715, option 7. Two (2) business days notice is suggested for our Plus (moving camera) service.

Do my contract rates apply if the project is booked through my research vendor?

Yes. We will apply your rates, but the vendor needs to be sure to identify your company at the time of booking.

Do you bill directly to the end-client or can you bill through the vendor?

We will send the invoice to the contact designated at time of booking.

What is the lead time to schedule a standard VS project?

If the facility is installed or has an encoder, we only require 24 hours notice to book a project.

Can I use FocusVision for an internal project vs. a focus group?

Yes

If I need to cancel a project, is there a cancellation fee?

Yes. The fee for same day cancellations is \$500, and for 1 or 2 days the fee is \$300.

FAQs

Service Options

Does FocusVision offer a transcription service?

Yes. Our transcription service provides you with a verbatim transcript in both a printable text format as well as within the video archive, which allows you to scroll through and click on any line to take you directly to that point in the video. You can order a transcript for an entire project or a single day, or even a single group or interview. Transcripts can be requested at any time before or after your research has been recorded. The transcription service charge is \$175 per recorded hour and takes approximately 24 to 48 hours from the time it is requested.

How can I use FocusVision if we have a translator?

FocusVision offers “translator audio” at no additional charge at most facilities. Your translator will have a microphone in the backroom where they will listen to the audio from the front room and then speak into the microphone, which is then transmitted and recorded using the translator’s voice. Dual-channel audio is also available at some locations, especially in major international markets, which transmits and records in both languages, providing each individual viewer the option to select the language they wish to hear. FocusVision does not provide the translator.

Does FocusVision offer any services for remote locations such as hotels or in respondent homes?

Mobile Studio is used for research locations where FocusVision is not permanently installed. This may include hotels, conference centers, corporate offices or anywhere there is a high-speed internet connection. SuperMobi is a wireless solution used where an internet connection may not be available, such as in homes, stores or outdoors. FocusVision has a solution for virtually any qualitative research need. Please call for a price quote and to check availability.

Does FocusVision offer any services for online focus groups?

Yes. FocusVision’s InterVu provides all the tools necessary to conduct focus groups where your respondents may be difficult to reach. With InterVu, up to seven respondents and your moderator will each be remotely located with a video camera connected to their personal computer. You can have an unlimited number of client viewers watching as the moderator conducts the interview while sharing stimuli. A FocusVision technician is assigned to assist the moderator from start to finish so the moderator can focus on the research. No technical experience is required of the moderator.

Does FocusVision have a solution for usability studies?

Yes. FocusVision InterVu solution is most ideal for conducting usability studies.

During a Project

Is there a limit to the number of online viewers for a live project?

No, however if many are expected (50+), please advise us in advance.

I don’t want my focus group to be archived (recorded); can I make sure it won’t be?

Yes. Please advise us in advance.

Can I turn the chat function off if I don’t want people to chat during the live stream?

Yes (mostly used for internal meetings)

What kind of technical support do you provide?

Our project success rate is 99.3%. We provide 24/7 in-house technical support and the average response time is seven seconds. You have three different ways to contact technical support during a live project (email, chat or phone). All live projects are constantly monitored for streaming issues, both from the facility to our media center and also out to all remote viewers.

FAQs

During a Project (continued)

Do I need any specialized software to watch a FocusVision stream, and how does it work?

No. All that is required is basic software that is probably already installed on your computer. Please click on this link to test whether your computer has all the requirements
<http://www.focusvisiontest.com/home.aspx#>

Can remote viewers communicate with the moderator?

Yes, indirectly. As long as there is at least one backroom viewer logged into the project, remote viewers can send a chat to the backroom that can then be relayed to the moderator.

Post-Project

Do I need to purchase a CD to make clips and reels?

No. Clips and Reels are made online once your project is archived.

Do I get a DVD of my research project after it is completed?

Since all projects are immediately and automatically archived providing 24/7 access for 12 months following the record date, most clients no longer request DVD or CD recordings of their research. However, we do offer this option for an additional \$35 per day. We will burn your research onto a CD as this is more universal than DVDs and can be played on almost any computer.

How do I access my project archive after the live research has been completed?

Your archive is normally ready for review within two hours following the completion of the final group/interview. You can access your archive using the same procedure used to access the live transmission. This is done by logging in from the FocusVision website at www.focusvision.com. You will need a project code and password or a Librarian account as well as permission from the project "owner" before you can login to view your project.

How do I organize multiple research projects so it's easy to find specific groups?

FocusVision offers a content management solution called Librarian which stores all your research in a single repository. When you log into your Librarian account you can sort, filter and search through your past projects with ease. You can even organize video clips and highlight reels that you have made using the Workspaces tool in Librarian. There is no need to keep track of DVDs or CDs with Librarian since you now have 24/7 online access to all your research from anywhere you have an internet connection.

Can I download the entire video from the archive?

Yes. For instructions on how to do this please call 800-433-8128 option 6.

I need help making clips and highlight reels. Does FocusVision offer post production services?

Yes. If you would like assistance with any type of post production support, please call 800-433-8128 option 6.

The facility I booked is not on your list. What are my options?

FocusVision will send equipment to the facility as long as there is enough time to ship and test the equipment in advance of your research project. The time required depends on the specific location of your research.

When I download a video clip or highlight reel to my computer, what is the file format?

FocusVision is designed to work on both PC and MAC computers. If a PC is used to create and download a video clip, the file will come in a Windows Media compatible format (.asf). If a Mac is used to create and download a video clip the file will come in an MP4 format (.MP4).

FAQs

FocusVision Partners

Where can I view a list of FocusVision facilities?

FocusVision is available in over 575 focus group research facilities located in most major markets in 47 countries around the globe. FocusVision also offers mobile solutions, making the service available almost anywhere where qualitative research is conducted. An interactive [facility map](#) is available 24/7 on the FocusVision website at www.focusvision.com.

How does my company become part of the FocusVision facility network and what are the costs involved?

All you need to do is click on Become a Facility Partner on the website, complete your basic facility information and submit. It will be reviewed by the Director of Facility Relations who will respond with a solution that works best for you. We don't post costs because that can vary depending on the type of installation and location.

If I need to use a facility that is not part of the FV Network, what are the technical requirements?

In order to stream a project with FocusVision, a facility will need to install a FV Encoder. Requirements for facilities that need a FV encoder installed are:

- The streaming server will need to be connected to the facility's Internet Network with Static IP address configuration
- The streaming computer will need to be remotely accessed by FocusVision for service, project setup and transmission. Therefore, the following network configurations are required. **One static public IP address either outside the firewall or mapped through to an inside IP address**
- A wired internet connection
- Audio/Video: The facility will need to provide the Audio and Video source for the transmission
- A distributed Audio/Video feed from your house camera and audio system.
- The feed must originate from the room/rooms that will be used for the Project

How do I become a facility partner?

FocusVision is an open network available for membership to qualified facilities. To learn more about becoming a facility partner, please email info@focusvision.com