

14160 Dallas Parkway  
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## Director

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## website

<http://www.plazaresearch.com>

## Location

Dallas/Fort Worth Metroplex

- 20 minutes from downtown Dallas
- 2 minutes from Galleria

## Specifications

- 6 focus group suites
- simultaneous in-depth interview rooms
- viewable test kitchen
- large 40' x 22' room for mock trials, large groups or large product displays

## Airport

- Dallas/Ft. Worth International (20 Minutes)
- LoveField (10 Minutes)



## Hotels

- 1) **Westin (Galleria)**  
(888) 627-8536
- 2) **Hilton Hotel @ Lincoln Centre**  
(800) 245-3304
- 3) **Embassy Suites-Galleria**  
(800) EMBASSY
- 4) **Marriott Quorum - Addison**  
(800) 228-9290



## Shopping

- Galleria Mall  
Texas' best shopping  
Macy's, Saks Fifth Avenue,  
Tiffany, Nordstrom



- fixed 1/2" video camera
- FocusVision/Active Group/VideoMarker
- T1 Line for Usability Labs
- DVD Recording
- Complimentary Wireless Internet
- Digital CD Audio Recording