



Selected Experience in the Consumer Electronics Industry

- Conducted in-store intercepts of PC and Tablet owners in US, China, India, and Germany.
- Conducted consumer surveys to determine preference for consumer electronic equipment.
- Conducted the US concept testing among low-incidence respondents (e.g. educational IT managers, children, parents, teachers) in the US for an Asian electronics manufacturer Recruited, hosted and moderated 16- 18-year olds for a cell phone study to explore new features and benefits.
- Conducted feasibility study to assess the launch of AV products in various Asian markets
- Intercepted pre-paid mobile phone users in Thailand for a study
- Conducted large-scale concept testing among 600 mobile phone owners in the United States.
- Conducted consumer surveys in the digital camera market.
- Conducted recruitment and neuromarketing research [eye tracking, EEG testing and other methods] on non-smartphone owners in NYC.
- Coordinated smartphone user interface study in the NYC metro area.
- Conducted new product concept testing in NYC among ages 18-34 on a new lifestyle laptop.
- Conducted focus groups for US consumers to test new consumer products in the digital camera market.
- Conducted national and international market study regarding flat panel plasma and LCD televisions.
- Conducted consumer focus groups to analyze what factors determine the appeal to customers of demo contents displayed in a store.
- Conducted ethnography and in-depth interviews in New Jersey among cell phone owners.
- Conducted dealer in-depth interviews to understand how dealers are using demo contents for promoting sales.
- Conducted a global tracking study on consumer electronics to assessment market needs and future industry movements following the global recession of 2009.
- Conducted international quantitative TV study to determine the attitudes and usage habits of TV customers in India, China, UK, and the US.

- Conducted focus groups on MP3 usage.
- Market study on TV callbacks.
- Conducted consumer intercept study at a major convention center in New York.
- Conducted study to understand how people used a particular computer program and how the purchase decision was influenced and made within businesses of different sizes.
- Conducted research study on users of the Mac operating system.
- Conducted focus groups of mobile phone users who reflected market share of top brands.
- Conducted research study to understand market response to the existing Blu-ray player and to examine consumer needs and attitude towards the player.
- Conducted interviews in Israel and South Africa with TV purchase decision-makers who had recently purchased an LCD TV
- Conducted qualitative and quantitative market contact audit of HHP (mobile phones) and CTV products in Mexico
- Conducted a study in order to understand the lifestyle and TV related environment of Premium seeker in the US
- Market potential study for garbage disposals in the Russia using in-depth interviews with wholesalers.
- Conducted a segmentation study on digital still cameras.
- Conducted a qualitative study on home theater
- Intercept of pre-paid mobile phone users in Thailand for a survey
- Conducted a business and market intelligence study on Overhead Motor Operator and Air Brake Switches in the US.
- Conducted recruitment and moderation of high end headphone users for packaging design study.
- Conducted focus group study of headphones and headsets users in New York.
- Conducted an immersion into the live of 9 respondents in Austin, New York and Seattle to understand their usage habits in consumer electronics.
- Focus group interviews to determine product specifications for a major electric cigarette producer.
- Product test of hair dryers in the United States among female users.
- Conducted home visits among users of portable air conditioners.
- Conducted cell phone study for brand-assessment in the United States.

- Recruited respondents for a usability tests in digital signage products.
- Conducted a usability study for a major smart TV producer.
- Conducted a gang survey to discuss perceptions and trends of robot vacuum cleaners.
- Hybrid gang survey among tablet pc owners.
- Conducted market analysis on the air hand dryer market.
- Measured brand associations / halo effect in the field of kitchen appliances for a major electric company.
- Market intelligence report of the battery industry in the US and analysis of its trends.
- Conducted telephone interviews to fully understand the under cabinet TV market in the United States.
- Conducted market intelligence study (IT, Printers, Memory) for a major producer of consumer electronics in the US.
- Conducted market intelligence study among dealers of under cabinet kitchen TVs to determine market trends, competitor and buying center profiles.
- Conducted interview & hybrid gang study for OLED TV users
- Conducted consumer insight study for speaker bar and docking speak consumers
- Conducted a big screen TV survey
- Conducted sound test for headphones
- Conducted a mobile phone design study
- Conducted a High End VIP Future TV Market study
- Conducted a mobile phone case study
- Conducted a research study for localized TV development in Korea
- Conducted a TV channel study
- Conducted a focus group study regarding different types of notebooks
- Conducted a research study regarding app developers and their bosses.
- Conducted research study regarding the usage of and attitude towards SD cards

- Conducted a research study regarding High End 55TV's
- Conducted a qualitative study for the DSLR Camera Market
- Conducted research study regarding air conditioners
- Conducted research on smartphones and related devices and services
- Conducted research study regarding electronic bicycles

Sample of our current and past clients

- Apple
- Casio
- Donghwa Tech
- Dongyoung Media
- Georgia Pacific
- Hakuhodo
- Infocomm. International
- LG
- Philips
- Rayovac
- Samsung
- Sennheiser
- Sony
- TopEase