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SMS COMPLETES UPGRADE OF FOCUS GROUP FACILITY

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The SMS focus group facility is now fully digitized. This state-of-the-art upgrade provides our clients with improved sound in the large SMS viewing room and the ability to more quickly receive DVD copies of the groups – in a format that can easily be integrated into reports and/or presentations.

Plus, for the first time in Hawai'i, clients can view SMS focus groups in real time from anywhere in the world through a secure web site. Our clients can now sit in their offices in New York or Tokyo and view the focus group as well as communicate directly with the SMS team or moderator. So now our clients can participate in a Hawai'i group without travel expenses.

SMS undertakes more than 65 focus groups annually. All focus group participants are recruited randomly – not using a panel. The SMS focus group facility is technologically superior, and the spacious viewing room accommodates large client groups and research observers.



Our moderators are experienced and selected by clients based on their knowledge of the industry and the nature of the group participants. SMS has a high performance record of recruiting and successfully moderating focus groups regardless of the respondents' profile.

SMS is also a leader in mock jury work in Hawai'i. In recruiting qualified participants for mock juries, SMS is conscientious about ensuring that the group is representative of the Hawaii jury pool. Clients, both local and national, who contracted SMS to execute mock juries, have particularly noted SMS's strength in this area.

SMS Affiliations and Associations:

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