

## MEDIA RELEASE

### i-view opens new studios in Leeds City Centre

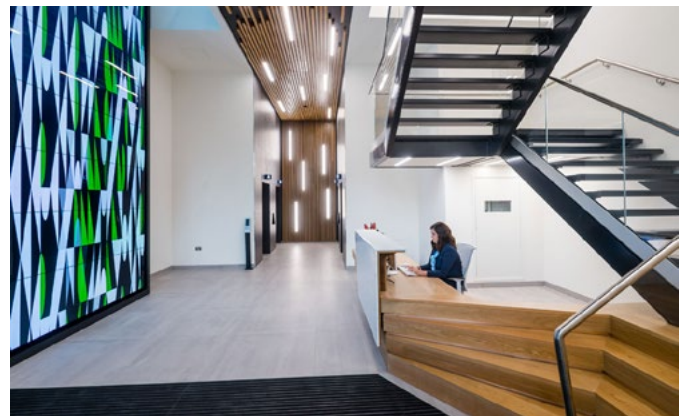
UK, award-winning research and UX viewing studio firm i-view, is opening a brand new facility in Leeds City Centre, Yorkshire. The state of the art facility has 4 studios, including the very latest digital tech for UX testing, dial testing, eye-tracking, behavioural observation, emotional testing and neuromarketing. i-view Leeds will open in Platform, Bruntwood's newly refurbished landmark building, above the entrance to Leeds City train station.

Bob Qureshi, Managing Partner at i-view, commented, "We've been reviewing the Northern UK market for some time and given client demand, Leeds is an obvious choice. It's become the second biggest research hub in the UK, it's an easy ride from London and the location right by Leeds station is so convenient. And what's more, it gives our clients access to the views of people outside metropolitan areas of London."

The exciting expansion coincides with strong economic growth in Leeds driven by digital and creative services, healthcare, food, grocery, legal and financial services.

i-view Leeds has convenient basement parking and is minutes from the M1, M62 and M621 motorways. It's less than a minutes' walk from Leeds Central Station, city centre hotels, with stunning vistas over the Leeds skyline.

The studios will be opening in November with bookings being taken from October.



#### i-view

Founded in 2012 the viewing studio company opened an i-view in Warsaw in 2013 and moved to its flagship London location on the Strand in 2016. i-view was awarded the 2018 MRS Operations award for Best Viewing Facility.

All booking enquiries please contact the studio team i-view London on +44 203 004 6890  
For further Press Release information contact Bob Qureshi on +44 203 004 6890