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URL: <http://www.mrweb.com/drno/news14516.htm>

### **Majestic Unveils Ethnography Tool**

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Asian agency Majestic MRSS has launched 'Ethnostream' - a tool combining ethnography with video-streaming technology - in India and 13 other countries.

Earlier this year, Majestic [announced](#) expansion in Greater China with qual facilities in Taiwan, Beijing, Guangzhou and Hong Kong added to its Shanghai head office.

Ethnostream captures customers' use of existing products or services, or their behaviour / the environment in which a potential new product or service may be used. Developed with partners Focus Vision and Active Video, the tool includes a video camera, mixer and encoder and collects data via a combination of still photographs, movies, respondent actions and diaries.

The tool can also help staff in remote locations to communicate with on-site researchers via a chat interface - an 'unlimited' number of viewers worldwide can watch sessions and participate 'live'.

Co-founder and President Raj Sharma comments: 'The demand for ethnographic research is on the rise with companies wanting to observe consumers and their behavior firsthand in their natural environments, and converse with them.' He adds: 'Corporates can now watch and be a part of [remote] ethnographic studies from the comforts of their offices, or from their mobiles.'

The company is online at [www.mmrss.com](http://www.mmrss.com) .

Thanks to [www.exchange4media.com](http://www.exchange4media.com) for information in this article.

