iMotions Core License

Pre-requisite to integrate any other module / sens

Licenses per seat / computer

EEG

Eye Tracking

Facial Expressions

Respiration

ECG

EMG

GSR

Survey

API
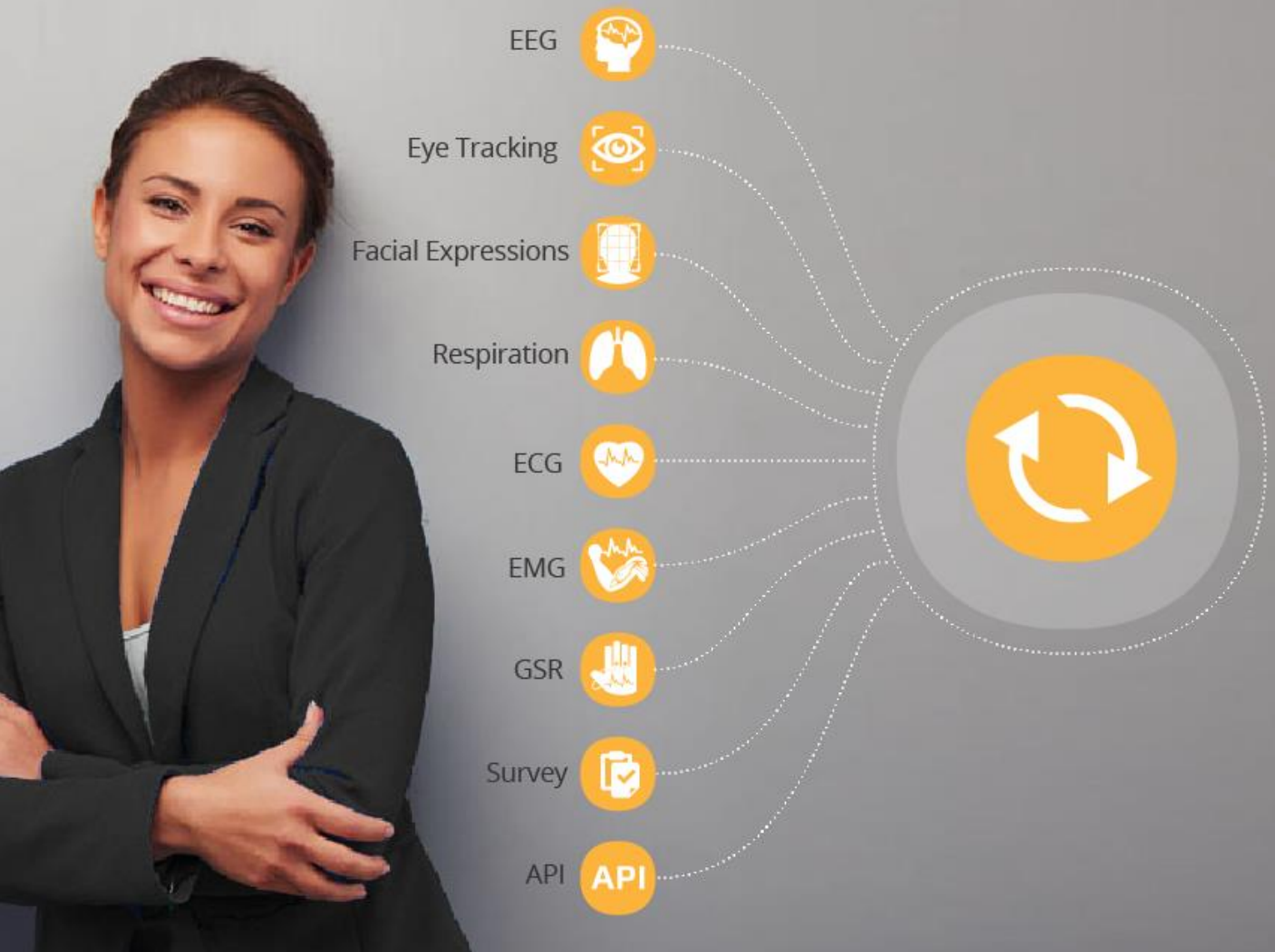
sales@imotions.com

iMotions Core License - Prerequisite
Main software engine to integrate any biosensor

The Core License is a stimuli presentation and data collection platform which allows to design studies, present any type of stimuli, collect data, make markers/annotations & export the results in raw data and/or graphic visualizations.
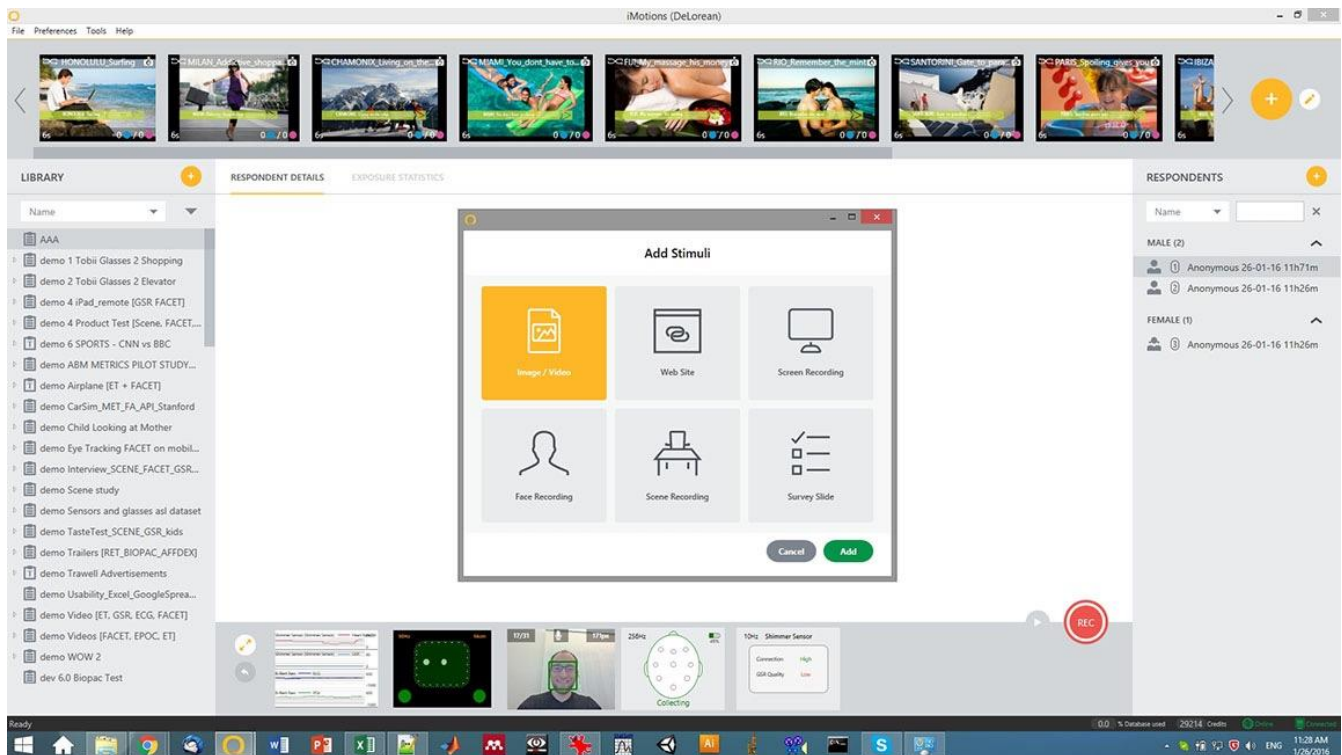
"If I compare to other software that we have been using before, then we always designed a study that would fit to the software. Now we just design our study and we know that iMotions can handle it. I can do things so much faster with iMotions and they even understand the budget of an assistant professor."

Top iMotions software users:

iMotions Core License Main Features

Present Stimuli

iMotions Biometric Research Platform allows you to present to the participant all kind of stimuli such as images, videos, websites, games, software, and even screen and scene recordings

Live & Post Markers

Make live or post-processing annotations to identify important events of the session and segment the recording

Visualizations & Raw Data Import / Export

iMotions exports stimuli and metrics as images and/or videos and exports raw data, as a single, or multiple files in a .txt format for further analysis. CSV data can be imported directly into iMotions

Respondent video & sound recording

Record the face and sound of the respondent in sync with the stimuli and sensors integrated

Control & Flexibility

Design studies as complex as needed with total control of rotations, randomizations, and block designs until the respondent level

Third Party Integration

Forward data in real time and allow the import of external sensor / software data and loop it back into the platform via the API Module.

Individual and/or Aggregate

iMotions shows synchronized visualizations per respondent or as customized aggregation of respondents

Real time view & replay of recordings

Visualize the recordings in real time during data collection or replay the sessions as desired. Export aggregated sensor data directly from replay, completely or in part

Build Methodology
Setup Stimuli
Test study design

Plug & Play sensors
Control Connections
Integrate via API

Live View Monitoring
Live Marker Creation
Live export via API

Slice & dice data
Visualize individual & aggregated results
Export raw data & metrics

With iMotions Core License you can integrate & sync any of the following modules/sensors

Remote Eye Tracking

Mobile Eye Tracking

Reading Eye Tracking

Arousal Eye Tracking

Facial Expressions

Surveys

EEG

GSR
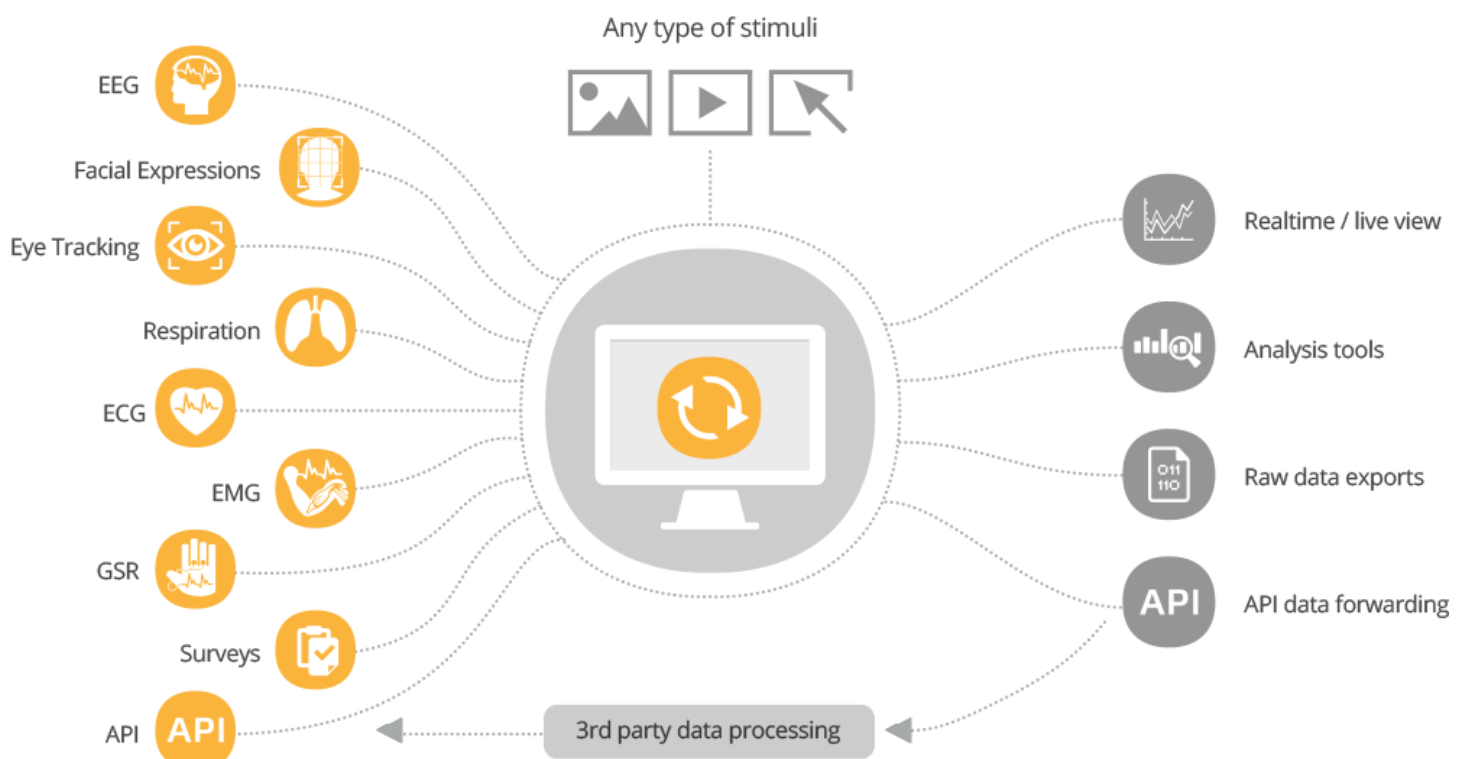
ECG

EMG

Real Objects

Respiration

API

3rd party sensors

Through iMotions API Module you can integrate / synchronize any other 3rd party sensor or algorithm that is not currently integrated to the platform

EEG

Facial Expressions

Eye Tracking

Respiration

ECG

EMG

GSR

Surveys

API

Any type of stimuli

Realtime / live view

Analysis tools

Raw data exports

API data forwarding

3rd party data processing

Best-in-class Biometric Sensor Integration

iMotions is hardware agnostic and integrates the best in class biometric sensors.

Remote Eye Trackers

- Tobii X50
- Tobii X60
- Tobii T60
- Tobii T60 XL
- Tobii X120
- Tobii T120
- Tobii X1 Light
- Tobii X2-30
- Tobii X2-60
- Tobii X3-120
- Tobii TX300
- Eye Tribe
- SMI RED
- SMI RED M (Mini)
- EyeTech VT2
- EyeTech VT2 Mini
- EyeTech VT2 XL
- EyeTech VT3
- EyeTech VT3 Mini
- Mirametrix S2
- GazePoint GP3
- ASL D6 Optics
- SRResearch EyeLink 1000

Eye Tracking Glasses

- Tobii Glasses 1
- Tobii Glasses 2
- ASL Glasses

EEG

- Emotiv EPOC+
- ABM B-Alert X10
- ABM B-Alert X24
- Cedrus Stimtracker + ABM ESU

EMG & ECG

- Shimmer3 EXG (EMG & ECG)
- BIOPAC EMG100C
- BIOPAC ECG100C

GSR

- Shimmer3 GSR & Heart Rate
- BIOPAC GSR100C

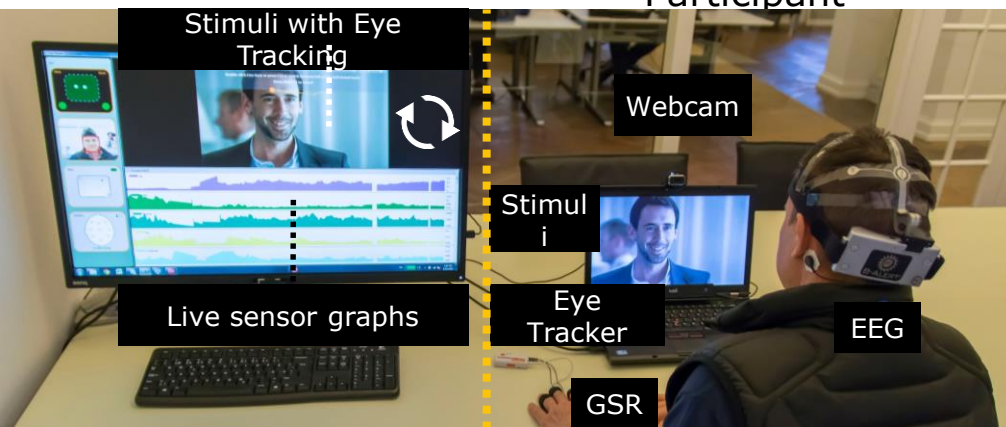## Respiration

- BIOPAC RSP100C

Scene Camaras (Stands)

- Tobii Mobile Device Stand – X2
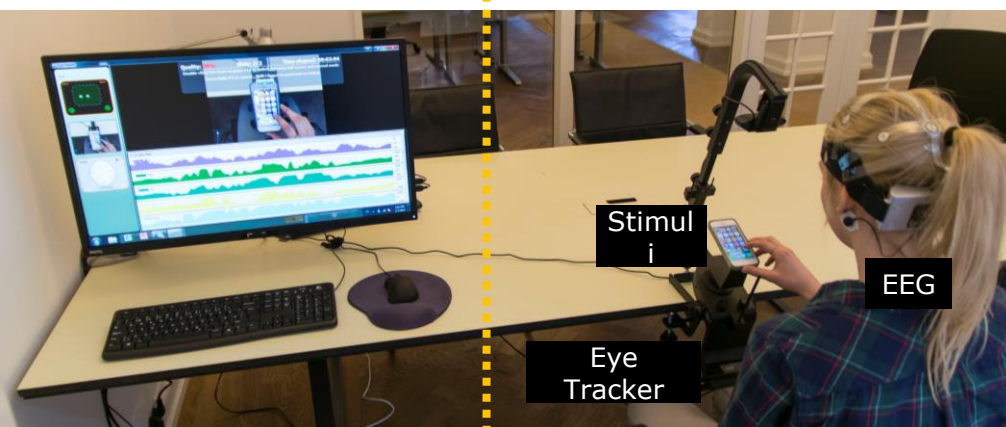
Laboratory setup scenarios

Operator Monitor

Respondent / Participant

Stimuli with Eye Tracking

Live sensor graphs

Webcam

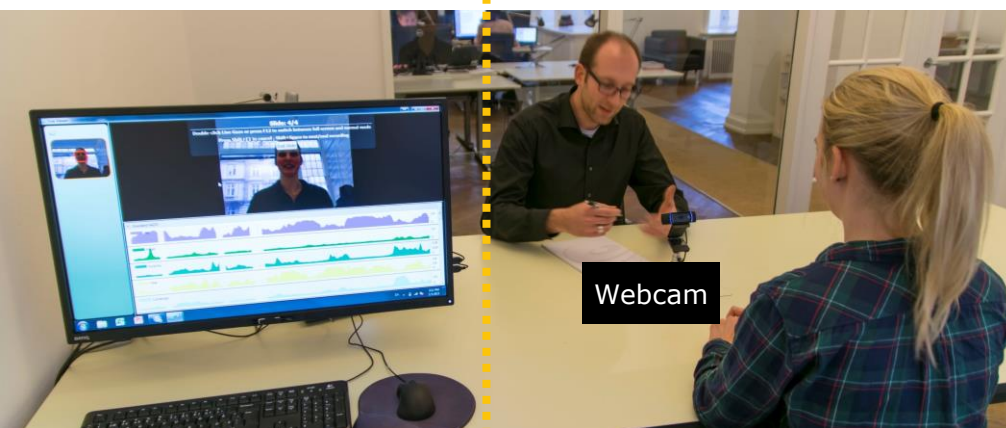Stimuli

Eye Tracker

GSR

EEG

Lab - Digital Media

Stimuli: Media presented in a screen: Images, Videos, Websites, Games, Software.
Sensors: Eye Tracking, Facial Expressions, EEG, GSR, EMG/ECG, 3rd party.

Stimuli

Eye Tracker

EEG

Lab - Real Objects

Stimuli: Real life objects and mobile interfaces on smart phones and tablets.
Sensors : *Eye Tracking, Facial Expressions, EEG, GSR, EMG/ECG
* Only on mobile interfaces

Webcam

Lab - Face-to-Face

Stimuli: Interviewer
Sensors : Facial Expressions, EEG, GSR, EMG/ECG

Eye Tracker (Glasses)

EEG
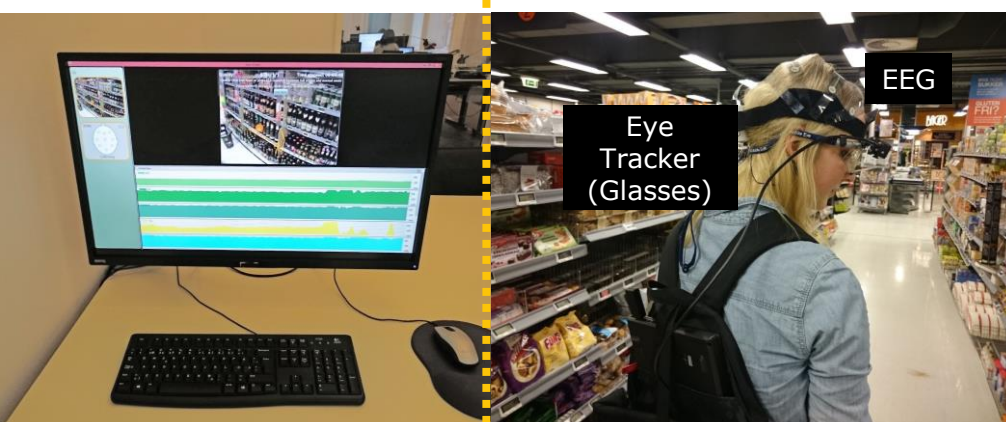
Mobile Lab - Real Environments

Stimuli: real life environments activities and sports. Sensors : Eye Tracking, EEG, GSR, EMG/ECG

Links to publications

Publications that have used iMotions Eye Tracking as a tool for research.

Title. Products' Shared Visual Features Do Not Cancel in Consumer Decisions
University: Stanford University & Iowa State University
Author: Ping Du & Erin F. MacDonald
Click here to read the paper

Title: The behavioural and emotional effects of unconscious brand exposure on fashion preference
University: Copenhagen Business School, Center for Decision Neuroscience, Department of Marketing (CDN)
Author: Thomas Z. Ramsøy, Dalia Bagdziunaite
Click here to read the paper

Title: Effects of perceptual uncertainty on arousal and preference across different visual domains
University: Copenhagen Business School, Center for Decision Neuroscience, Department of Marketing
Author: Thomas Z. Ramsøy, Morten Friis-Olivariusa, Catrine Jacobsena, Simon B Jensena, Martin Skov
Click here to read the paper

Title: An added value of neuroscientific tools to understand consumers' in-store behaviour
University: Copenhagen Business School, Center for Decision Neuroscience, Department of Marketing
Author: Khalid Nassri, Jesper Clement, Thomas Zoëga Ramsøy
Click here to read the paper

Title: The Relationship Between Visual and Olfactory Stimuli In A Retail Environment
University: Clemson University
Author: Nathan Bailey, Gabrielle Conlon, Wilson Sansbury
Click here to read the paper

Title: Mind Reading Using an Eyetracker to See How People Are Looking at Lineups
University: Iowa State University, Department of Statistics
Author: YifanZhao, Dianne Cook, Heike Hofmann, Mahbubul Majumder, Niladri Roy Chowdhury
Click here to read the paper

Title: Attention and Effort in an Investment Decision under the Influence of Gains and Losses
University: Florida State University
Author: Bachman Fulmer
Click here to read the paper

Title: Understanding Student's Process for Solving Engineering Problems Using Eye Gaze Data
University: Purdue University, School of Mechanical Engineering
Author: Youyi Bi & Tahira N. Raid
Click here to read the paper

Title: Establishing wiki design principles to advance wiki-based learning: an eye tracking study
University: Kansas State University, Department of Educational Leadership
Author: Haijun Kang
Click here to read the paper

Title: Looking and Liking: Applying Information Processing to Fecabook Ads
University: Cleveland State University, College of Liberal Arts and Social Sciences.
Authors: Ford, Jennie A
Click here to read the paper

Title: Influence of video food ads in digital menu boards and healthy eating decisions
University: Iowa State University, Digital Repository
Authors: Anicia Nicola Peters
Click here to read the paper

Links to publications

Publications that have used iMotions Eye Tracking as a tool for research.

Title: Eye Tracking Data Predict Importance of Product Features and Saliency of Size Change
University:Iowa State University, Department of Mechanical Engineering
Authors:Ping Du & Erin F. MacDonald
Click here to read the paper

Title: Eye Tracking Analysis: Application in a Case Study of a Fast Moving Consumer Goods Product
University: Budapest University of Technology and Economics, Department of Ergonomics and Psychology
Authors: Emma Lógó, Eszter Józsa, Balázs Péter Hámornik
Click here to read the paper

Title: A Close Look at the Phenomenon: An Eye Tracking Study on the Usability of the Profile Pages in Social Networking Sites
University:Galatasaray University, Faculty of Communication
Authors:Assist. Prof. Kerem RIZVANOĞLU, Res. Assist. Özgürol Öztürk
Click here to read the paper

Title: Mind Reading Using an Eye Tracker to See How People Are Looking at Lineups
University:Iowa State University, Department of Statistics
Authors:YifanZhao, Dianne Cook, Heike Hofmann, Mahbubul Majumder, Niladri Roy Chowdhury
Click here to read the paper

Title: Eye-Tracking Study of Notational, Informational, and Emotional Aspects of Learning Analytics Representations
University: Computational Social Science Laboratory (CSSL), ITM, Copenhagen Business School, Norwegian School of Information Technology (NITH), MTO Psychologische Forschung und Beratung, Electronic, Electrical and Computer Engineering, University of Birmingham
Authors: Ravi Vatrapu, Peter Reimann, Susan Bull, and Matthew Johnson
Click here to read the paper

Title: Understanding online reading through the eyes of first and second language readers: An exploratory study
University: Kansas State University, Department of Educational Leadership
Authors: Haijun Kang
Click here to read the paper