



October 7, 2016

To Whom It May Concern:

In our experience, the iMotions Biometric Research Platform — *software and hardware* — provides the following benefits:

- Enabling integration and synchronization of multiple sensors
- Simplified data collection with right sampling frequencies
- Enabling researchers without experience in neuroscience to become experts fast
- Added value for participants by providing a fully rounded view of user experience
- Increased student engagement and class participation

For these reasons, I highly recommend iMotions technology to any new lab aiming to be at the frontier of human behavior research.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Pattie Maes', with a stylized, looping design.

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