Stanford | Center for Design Research

October 6, 2016

 To whom it may concern

Re: the project for creation of the Human Computer Interaction laboratory directed by Dr. Hugo Arnoldo Mitre Hernández and his colleagues of the Center for Research in Mathematics (CIMAT) in Mexico.

As Executive Director at Stanford's Center for Design Research, I am in charge of the interaction research around cars and robots at Stanford, and lead a team of over 15 researchers working on Automotive Interactions. We have been using the iMotions research platform since 2014. In our experience, the selected iMotions Biometric Research software and hardware provides the following benefits:

- It enables integration and synchronization of multiple sensors.
- It simplifies data collection with right sampling frequencies
- It enables researchers without experience in neuroscience to become experts quickly.
- It aids participants by providing a fully rounded view of user experience.

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

Sincerely,

Wendy Ju
Executive Director, Interaction Design
Center for Design Research