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**Fwd: iMotions - Poposal**

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**nitu sharaff** <nitu.sharaff1995@gmail.com>  
To: haveesh goli <haveeshgoli4@gmail.com>

----- Forwarded message -----

From: **nitu sharaff** <nitu.sharaff1995@gmail.com>  
Date: Tue, Mar 21, 2017 at 1:35 PM  
Subject: Re: iMotions - Poposal  
To: Alex Rebolledo <alex.rebolledo@imotions.com>

Hi,

Thank you for the answers. I am glad to tell you that currently my professor and I are focusing on presenting the IMOTIONS equipments and products to NTU. We have eliminated most of the

I would like to know what kind of lighting conditions would be suitable for all the set up? we also plan to use lapel mics if you have any?

Also, instead of a direct interview, do you have a software that collects responses to questions through a mouse click or keyboard? We are looking for options. Could we also track the movement emotions?

Thank you  
Nitu

 Sent with [Mailtrack](#)

On Tue, Mar 14, 2017 at 6:49 PM, Alex Rebolledo <alex.rebolledo@imotions.com> wrote:

Hi Nitu,

Very welcome, the GSR measures the electrical conductivity via the changes in sweat in the palm of the hand and fingers which translate to an emotional arousal or stress level of the person. The activity of the heart muscle that makes it to contract and pump blood.

Yes as said previously, the GSR Shimmer3 sensor also provides Optical Heart Rate or Blood pressure measurements. If you are interested in measuring the emotional state of the person I Heart Rate, but if you are interested in Heart Rate Variability or more specific heart measurements you should go for the ECG.

I am attaching the brochures for mobile eye tracking and ECG. Unfortunately the mobile eye tracking brochure does not feature the Tobii Glasses2 as we haven't updated it. You can also go to [eye-tracking/](#)

Let me know if all is clear and if you have further questions.

Kind regards,

Alex Rebolledo  
iMotions A/S

On 14/03/17 10:02, nitu sharaff wrote:

Also,

If possible kindly send me a brochure for mobile eye tracking (for Tobii glasses 2) and other ECG device as you sent for others. It would just be helpful to demonstrate to higher authority company.

Thank you  
Nitu

 Sent with [Mailtrack](#)

On Tue, Mar 14, 2017 at 4:31 PM, nitu sharaff <nitu.sharaff1995@gmail.com> wrote:

Hi,

Thank you for the information.

What measurement difference would be there between GSR and ECG Shimmer devices?  
Also, besides heart rate, would GSR provide blood pressure and other measurements too?

It is not possible to ask our subjects to put up electrodes on the chest. Could you suggest better methods to get good ECG based data?

Thank you  
Nitu

 Sent with [Mailtrack](#)

On Tue, Mar 14, 2017 at 4:16 PM, Alex Rebolledo <alex.rebolledo@imotions.com> wrote:

Hello Nitu,

Very welcome, ok with the eye tracking glasses instead of the remote one, it seems it make more sense for your needs.

Well yes, any serious ECG device will have electrodes on the chest as they are measuring the contractions of the heart muscle.

Nevertheless the Shimmer3 GSR has also a third electrode that measures PPG/Optical Heart Rate via a finger or the earlobe but obviously it is not as accurate and reliable as electrodes directly on top of the heart.

We also integrate with the Empatica E4 wristband which gives also GSR and PPG but we do not recommend it as the data is noisy and unreliable.

Hope all is clear and let me know if you have further questions.

Kind regards,

Alex Rebolledo  
iMotions A/S

On 14/03/17 03:22, nitu sharaff wrote:

Hi,

Thank you for the pricing. I think we would prefer using glasses 2 only instead of the remote ones.  
Also, while going through the devices, I found that for the ECG you provided us Shimmer 3 ECG hardware.  
I found that the device requires the subject to attach electrodes on the chest. But that is invasive, and not everyone could be ready to do that.  
Is there any other device that could maybe just be attached to wrist (as a wristband) without being invasive?

thank you  
Nitu

On Wed, Mar 8, 2017 at 6:05 PM, Alex Rebolledo <[alex.rebolledo@imotions.com](mailto:alex.rebolledo@imotions.com)> wrote:

Hi Nitu,

Thanks for your message, my quote corresponded to the 50Hz one.

The Tobii Glasses2 at 100hz = €17000  
iMotions software is the same price.

Kind regards,

Alex Rebolledo  
iMotions A/S

On 08/03/17 03:16, nitu sharaff wrote:

Hi,

The university currently plans to acquire the entire lab setup from you but as I mentioned, it has a long procedure to go through. We would not want to buy from Instead a single vendor, with less integration problems is better.

Also, the Tobii glasses you quoted me would be the 50HZ OR 100 Hz sampling rate? I think pupil dilation is best measured with the one where sampling frequency is equal to 60hz.

Thank you  
Nitu

On Tue, Mar 7, 2017 at 5:05 PM, Alex Rebolledo <[alex.rebolledo@imotions.com](mailto:alex.rebolledo@imotions.com)> wrote:

Hi Nitu,

Ok I understand. At the time you execute the purchase we can talk about the options there is to setup your lab.

The cost of the Tobii Glasses2 Wireless = €12500  
iMotions Mobile Eye Tracking Software Module = €4550  
This system also needs the iMotions Core license as pre-requisite, so if you purchase it for the other modules then you don't need a second one.

Do you know which modules is the University interested in acquiring?

Kind regards,

Alex Rebolledo  
iMotions A/S

On 07/03/17 03:27, nitu sharaff wrote:

Hi,

Glad to know that you are setting up office at Singapore. But April is too soon for the process to be completed. NTU has an entire set of procedure before placing the order that will take at least 2-3 months. Till then we are just evaluating if the products we are using will be sufficient or if they are of high quality.

Also, about the previous email, I understand and maybe you could quote me for the Tobii glasses then too?

Thank you  
Nitu

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On Mon, Mar 6, 2017 at 11:43 PM, Alex Rebolledo <[alex.rebolledo@imotions.com](mailto:alex.rebolledo@imotions.com)> wrote:  
Hello Nitu,

I am contacting you to let you know that a team from iMotions will most likely be in Singapore the last week of April. They will be there amongst other search for an office space as we are planning to open a small office over there.

So there are two important things to consider:

- You will soon be supported by an iMotions employee in your city, though it can take some months setup the office.
- If we can have a closed deal with you and money transfer by then, we can pass by your University deliver the hardware in person and make your lab free of charge. If you are interested in this, we should execute the PO and sign the agreement on proper time to be able to receive your order and order the hardware so all is ready by the time of travel.

Let me know... kind regards,

Alex Rebolledo  
iMotions A/S

On 06/03/17 11:24, Alex Rebolledo wrote:

Hello Nitu,

Yes the audio is automatically synchronized via the computer's mic or the webcam's mic or with an external mic. So no problem there.

Answering your previous email:

- As previously stated, please do not worry about the setup, we will help you with that. You have my word.
- Actually you are right, there can be some interference from the infrared of the kinect and the infrared from the remote eye tracker if you to measure pupil size. There is bigger interference if the kinect is at a closer distance from the eye tracker than if it is far away. So to mitigate this, the eye tracker should be closer to the respondent (60 cm approx) while the kinect is at 1.5 - 2m.
- Both eye trackers, remote and glasses could properly measure pupil dilation, however if you want to use it in sync with the Kinect, we recommend the glasses to avoid the interference mentioned. Nevertheless you should take in consideration that the respondent should move much or enter into differences in lighting as the pupil will react to this too.

Let me know if all is clear?

Kind regards,

Alex Rebolledo  
iMotions A/S

On 06/03/17 03:53, nitu sharaff wrote:

Also, I forgot to ask about how could we synchronize audio and all other equipment together?  
Our lab has a roland and boundary microphones for the recording of audio. Is it possible to sync that too?

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On Mon, Mar 6, 2017 at 10:38 AM, nitu sharaff <[nitu.sharaff1995@gmail.com](mailto:nitu.sharaff1995@gmail.com)> wrote:  
Hi,

We are extremely impressed with IMOTIONS and currently it is our best choice. However, NTU suggests us to have a look through other companies and products they offer too. So, we are considering the possibilities of other companies too. However, we personally choose IMOTIONS for the same currently.

But we are basically concerned about the set up and lighting conditions, distances from the subject, etc. that would be required.

Could you tell me if Microsoft Kinect interferes with the IR radiations of the eye tracker? Would that be a problem to integrate them?

Also, having a little confusion about whether remote eye tracker provides a good deal of accuracy when measuring pupil size? or should glasses be a better option?

thank you  
Nitu

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On Fri, Mar 3, 2017 at 3:51 PM, Alex Rebolledo <[alex.rebolledo@imotions.com](mailto:alex.rebolledo@imotions.com)> wrote:  
Hi Nitu,

Thanks a lot for your message. When you say that "until then you are involved in some background research of companies and products", do you mean you are looking at other technology vendors similar to us? - So, am I understanding that is it not for sure that you have decided to go with our technology?

Would very much appreciate your comments, thanks.

Kind regards,

Alex Rebolledo  
iMotions A/S

On 03/03/17 06:24, nitu sharaff wrote:

Hi,

I have collected some information about the details of the purchase from the professor. He says that we are looking to make a purchase by Quarter 2 of this year or maximum by the beginning of Quarter 3. Until then, we are involved in some background research of companies and products.

The purchasing done at NTU is very strict and it requires good analysis and recommendations before we finalize it.

Thank you  
Nitu

 Sent with [Mailtrack](#)

On Mon, Feb 27, 2017 at 4:49 PM, Alex Rebolledo <[alex.rebolledo@imotions.com](mailto:alex.rebolledo@imotions.com)> wrote:

Hello Nitu,

Thanks for your message, but **please do not be worried about the setting up of the lab**. We will make sure either by visiting you over there or via online that you have the proper setup to execute your experiments. It is our very own interest that you are successful with our technology, we will not leave you alone, please be completely confident about it. If you can not cover the full fee of €5000, can you maybe cover the travel expenses?

I understand you do not know how soon you will place the order but do you know if we are talking days, weeks or months? - I had the impression that you were in a hurry and ready to do it. It's not like that?

Will appreciate your comments, many thanks.

Kind regards,

Alex Rebolledo  
iMotions A/S

On 27/02/17 03:45, nitu sharaff wrote:

Hello,

We are sure that if we buy from IMOTIONS, then it would be the complete lab with all the equipment. But I am not sure how soon can we place the order.

We are just worried about the set up and technical aspects of setting up hardware/software equipment.

Also, we were hoping for a guidance with respect to distance of subject with cameras, illumination of the room, etc.

I am not sure how would we set up if the equipment are just shipped.

Thank you  
Nitu

 Sent with [Mailtrack](#)

On Thu, Feb 23, 2017 at 5:23 PM, Alex Rebolledo <[alex.rebolledo@imotions.com](mailto:alex.rebolledo@imotions.com)> wrote:

Hi Nitu,

Great to hear your professors find our company very promising, I am very glad.

We can certainly go there to your University and setup everything and give you a workshop but it has a cost of €5,000.

Usually we deliver the software via internet and the hardware we ship via UPS/DHL/FedEx.

Do you know the content of the order and when will you place it? - I need first to send you an agreement with such a content.

Looking forward to hearing your comments.

Kind regards,

Alex Rebolledo  
iMotions A/S

On 23/02/17 03:13, nitu sharaff wrote:

Hi,

It is great to know all the details. The professors found the company very promising.  
Also, having more than 3 cameras does satisfy our needs in the project too.

I would like to know if you have a local dealer in Singapore or a technical person who would help to set up things?  
How do you plan to deliver all the integrated hardware/software once we place the order?

Nitu

 Sent with [Mailtrack](#)

On Fri, Feb 17, 2017 at 5:35 PM, Alex Rebolledo <[alex.rebolledo@imotions.com](mailto:alex.rebolledo@imotions.com)> wrote:

Hello Nitu,

Thanks a lot for your email, I understand it is a big investment.

Where the software is being used:

- [Link to customer success stories of research made by our technology in a variety of fields](#)
- [Link to diverse publications of studies made with our technology](#)
- Top University clients: Harvard, MIT, Yale, Stanford, Wharton, Berkeley, Vanderbilt, UCLA, USC, UCSF, etc...
- Medical/Hospitals: Mayo Clinic, Massachusetts General Hospital, J&J, GSK, etc...
- Top FMCG corporations: P&G, Unilever, Mondolez, Gillette, Duracell, etc...
- Top Car Brands: BMW, Honda, Jaguar, Renault, Nissan, etc...
- UX/Usability: Expedia, FedEx, etc...
- Banks/Consultancy: UBS, Deloitte, etc...
- Media: NBC

I am attaching 2 letters of recommendation, one from the MIT Media Lab and one from Stanford University - Center for Design Research, which are some of the most advanced and re-known research institutions in the World. Please keep them confidential for your own records. Thanks.

Reg. the extra cameras, you can always use this free software (<https://manycam.com/features/>) to capture multiple video sources pointing to different parts of the body. So 1 of the 3 cameras can be used to feed the manycam which by itself can have up to 12 cameras connected.

Please let me know if this information suffices your needs and will be awaiting your communication in the coming days.

Best regards,

Alex Rebolledo  
iMotions A/S

On 17/02/17 08:17, nitu sharaff wrote:

Hello,

We are still discussing more about the integration and plans of the university. Obviously, we need a little background and details about where the software is being used since it is a huge amount for the entire lab setup.

I wish to know more about the current universities/ companies using IMOTIONS.

Also, could we not add more than 3 cameras as you said before? Because we are still thinking about having 2 cameras for hands 1 for legs and 1 for body , if possible.

Thank you  
Nitu

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On Thu, Feb 16, 2017 at 6:24 PM, Alex Rebolledo <[alex.rebolledo@imotions.com](mailto:alex.rebolledo@imotions.com)> wrote:

Hello Nitu,

Any news from your side? - Looking forward to hearing your plans. Thanks.

Kind regards,

Alex Rebolledo  
iMotions A/S


On 10/02/17 08:52, nitu sharaff wrote:

Yes,

I get it now. Thank you so much.  
I would get back to you next week to let you know about our plans. Mostly we would go for a complete lab than few modalities.  
However, did you also check about the Conformat, third party API for seat pressure?

Kindly let me know if you get more information about it.

Thank you  
Nitu

 Sent with [Mailtrack](#)

On Fri, Feb 10, 2017 at 3:44 PM, Alex Rebolledo <[alex.rebolledo@imotions.com](mailto:alex.rebolledo@imotions.com)> wrote:

Hi Nitu,

No worries, I explain again.

1. You need to buy the Kinect hardware yourself and be sure that it is the one you can connect to a windows PC.
2. Our software as of now only extracts the raw data of the kinect sync with the other modalities as in the example I sent you. You cannot get the live visualizations in the software interface like with eye tracking, facial expressions, GSR, etc...
3. So, since I am assuming you are buying a very complete lab with GSR, Facial Expressions, API, potentially eye tracking, etc... we are willing to give it for free.
4. But if you are buying a small lab with just one or two modalities, then I would need to charge it.

Is it clear now? - Do you know for how much are you buying for?

If needed we can have a quick chat to clarify.

Best regards,

Alex Rebolledo  
iMotions A/S

On 10/02/17 08:27, nitu sharaff wrote:

Hello,

I apologize that the previous mail wasn't so clear to me.  
So, you mean that if we extract only raw information from Kinect as the attachment in the previous mail, I could get the software integration for free(considering that I am buying the hardware of Kinect). Do you offer the hardware for Kinect too?  
Then €2900 is the cost for the hardware ?

Nitu

 Sent with [Mailtrack](#)

On Fri, Feb 10, 2017 at 2:47 PM, Alex Rebolledo <[alex.rebolledo@imotions.com](mailto:alex.rebolledo@imotions.com)> wrote:

Hi Nitu,

The core module comes with two cameras, one that is usually used for facial expressions and the other one we call it environment camera which can be used for anything you need.

Since the integration with Kinect is not that robust (just raw data) and with the assumption you are acquiring a very complete lab, we could

offer it for free. Else it is €2,900.

Please let me know what you are considering to acquire to know if we can offer it for free.

Thanks,

Best regards,

Alex

On Fri, 10 Feb 2017 at 07.07, nitu sharaff <[nitu.sharaff1995@gmail.com](mailto:nitu.sharaff1995@gmail.com)> wrote:

Hi,

Thank you for all the information.

...

[Message clipped]