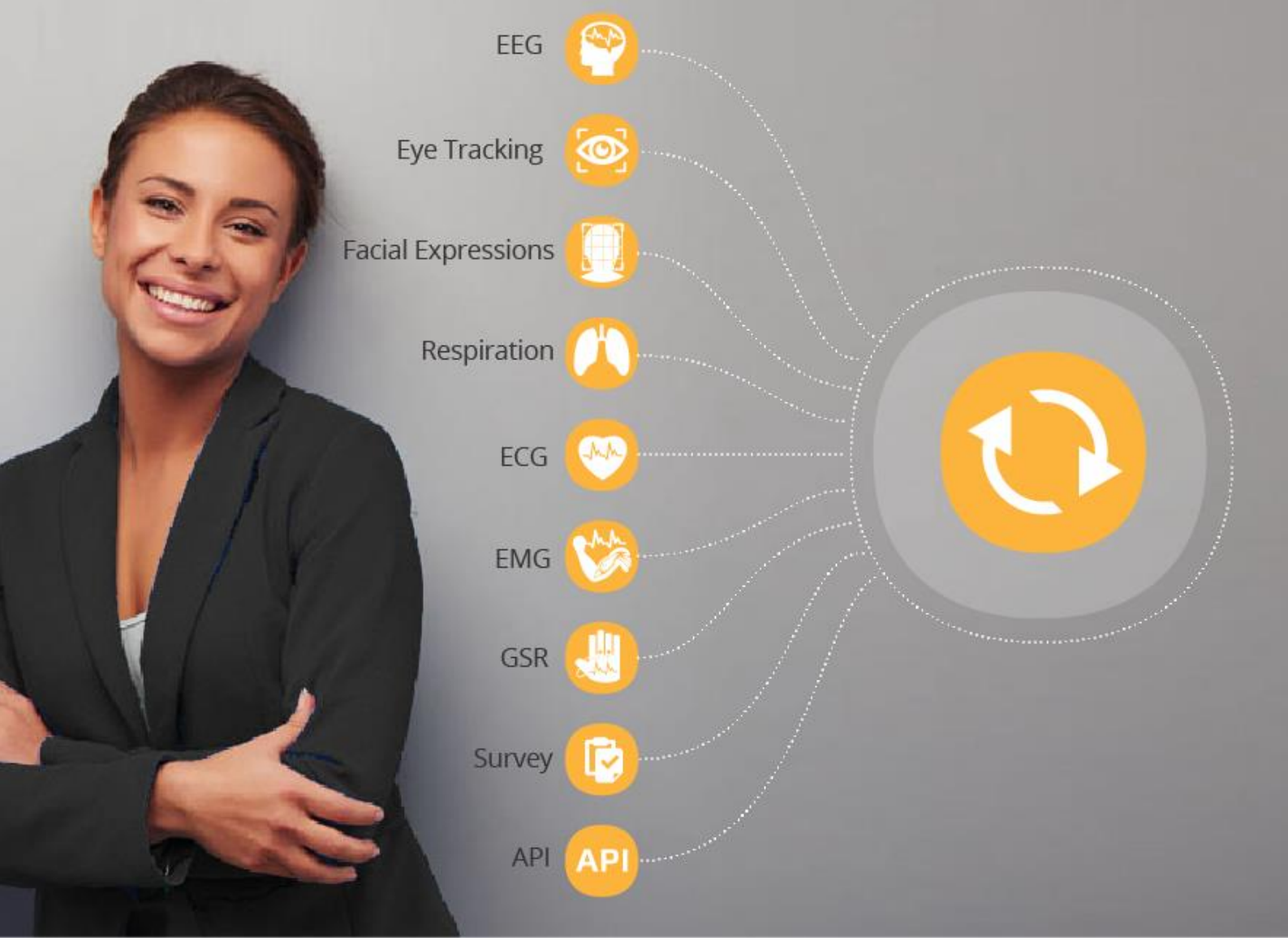
Module: Mobile Eye Tracking

Pre-requisite: iMotions Core License



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Mobile Eye Tracking Module

Allows iMotions software to connect with mobile (head mounted / glasses) eye trackers. It streams wireless data from eye tracking glasses (ASL & Tobii) directly into the iMotions software for further analysis. Mobile eye tracking is used to perform studies of real life events, environments and products. This setup can also be enhanced by integrating other wireless biosensors such as EEG, GSR and ECG.

iMotions Mobile Eye Tracking Module is hardware agnostic and supports the World leading mobile eye tracking hardware. iMotions is a global resellers & offer the same prices as the manufacturers. Supports mobile eye trackers from: **Tobii and ASL**

Tobii Glasses 2

Fully integrated with live wireless streaming to the iMotions software in combination with biosensors such as EEG and GSR. Available in 50 Hz.

ASL Mobile Eye-XG

Fully integrated with live wireless streaming to the iMotions software in combination with biosensors such as EEG and GSR. Available in 30 hz & 60 hz.

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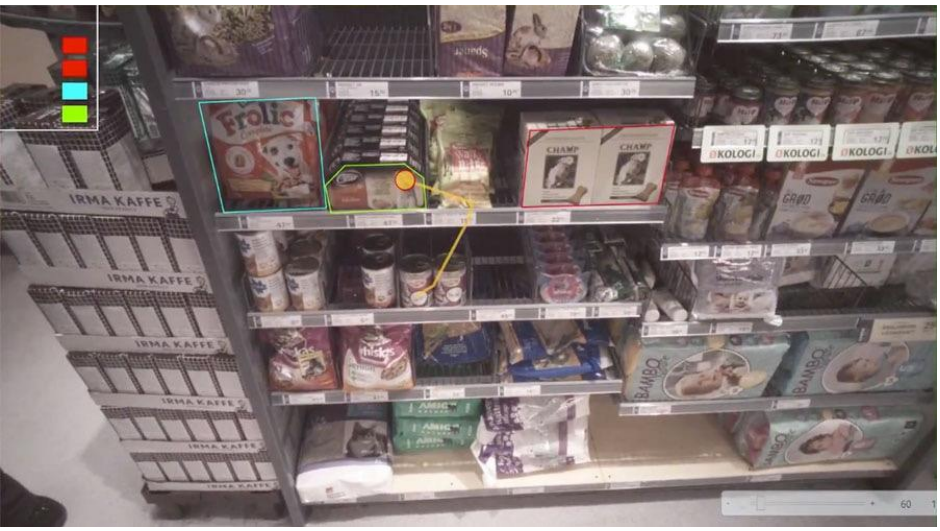
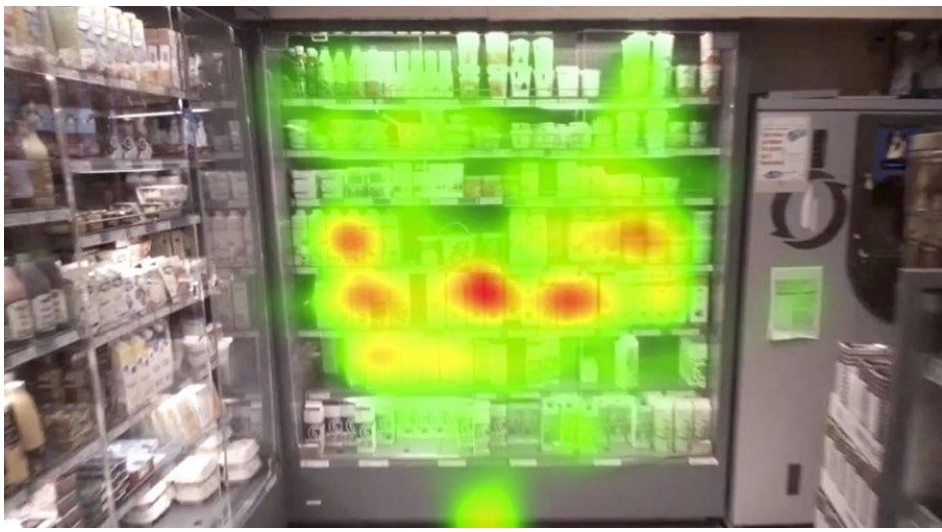
Automated Areas Of Interest



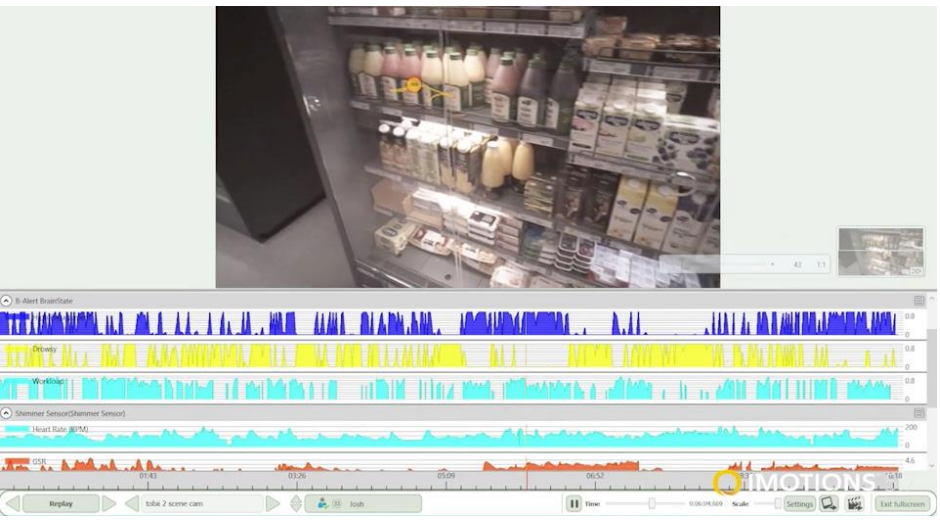
State-of-the-art image and object recognition technology allows researchers to easier analyze mobile eye tracking by automatically follow Areas of Interest. The automated AOI functionality analyzes the recorded scene and updates locations and sizes of all AOIs, significantly reducing the time needed for manual AOI updating frame by frame. **See video here**

Automated data aggregation

Create heatmaps and AOIs to view the distribution of aggregated attention in any mobile eye tracking study. Out of the box eye tracking metrics are instantly calculated. All gaze points and fixations are automatically mapped to a static image of the scene providing metrics such as order of attention, TTFF, ratio, visits, fixations and more. **See video here**



Wireless sync with biosensors

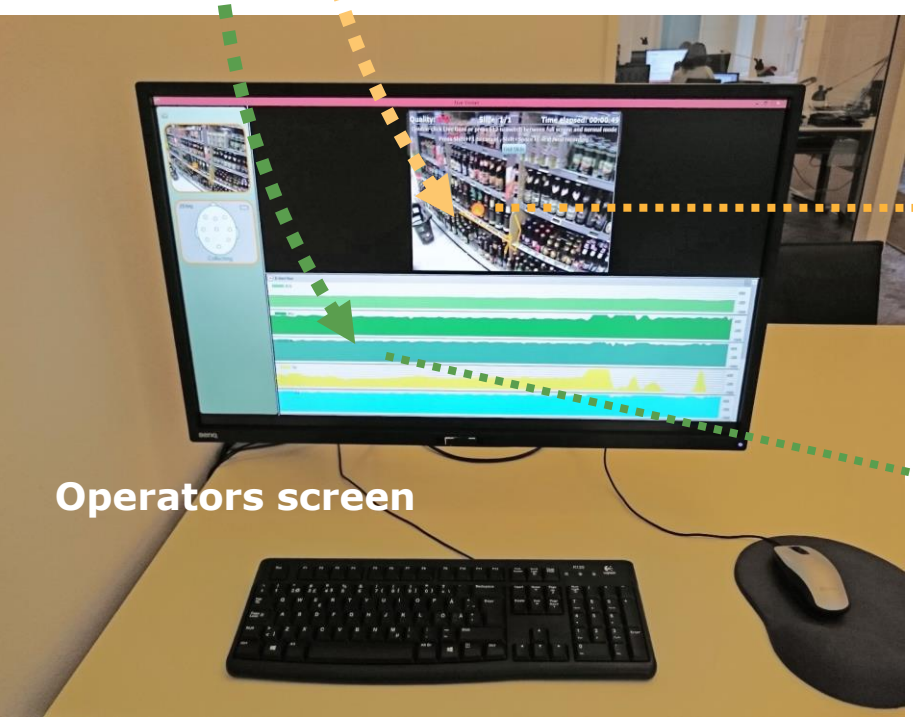


Data from both eye tracking glasses as well as biosensors like EEG, GSR, ECG and EMG is streamed live and wireless, allowing researchers to live visualize synchronized biometric data. This allows for optimal monitoring of data quality and ideal collection outcomes. **See video here**

- ABM B-Alert EEGs
- Emotiv EPOC EEGs
- ShimmerGSR
- Shimmer ECG/EMG

- ASL Mobile Eye-XG Tracking Glasses
- Tobii Glasses2

Wireless streaming of data from respondent to operator's screen



Live Eye Tracking Gaze

Synchronization of data

Live biosensor metrics & raw data channels

"I have been very impressed by the Automated Area of Interest. We used it with different content and characteristics in our in-store study, and the results were great. Automated Area of Interest has saved around 75% of the time that we otherwise would have spent on doing it manually. I strongly recommend to apply it to the mobile eye tracking studies analysis."
Dalia Bagdziunaite, PhD fellow in Consumer Neuroscience, Center for Decision Neuroscience, Department of Marketing, Copenhagen Business School

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