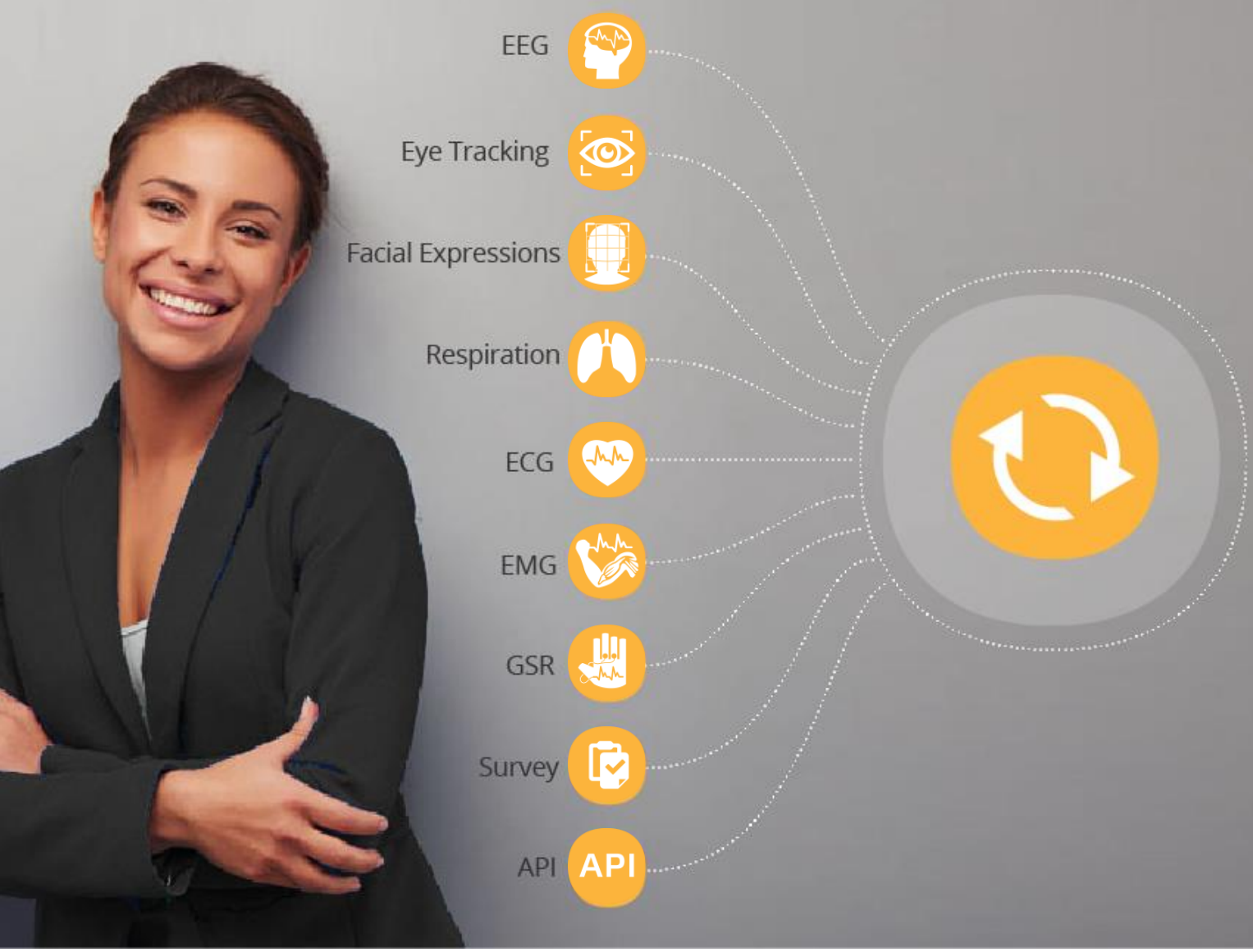
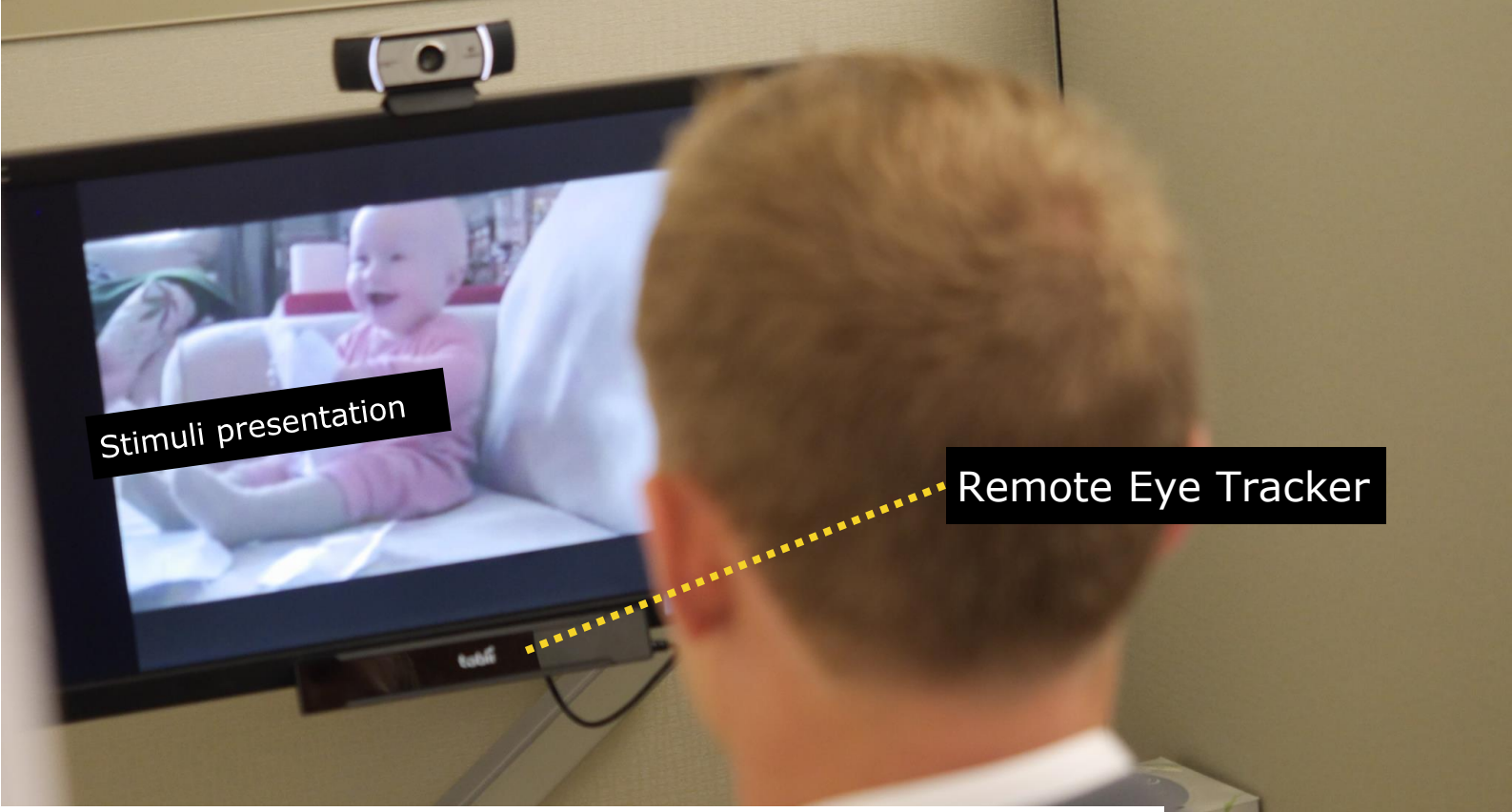
Module: Remote Eye Tracking

Pre-requisite: iMotions Core License



IMOTIONS®

sales@imotions.com



Remote Eye Tracking Module

Lab Setup

Enables iMotions software to connect with remote eye trackers and provides a feature rich palette of tools for eye tracking analysis for screen based stimuli such as images, videos, websites, games, simulators, virtual environments. The module is hardware agnostic and supports eye trackers from 30z to 500 hz from the main hardware manufacturers such as Tobii, SMI, EyeTech, ASL, SR Research.

"At MediaScience, we have over 120 eye tracking stations from across seven different suppliers. Top that off with both of the leading facial coding engines, with different biometric sensors and with a range of proprietary hardware systems, developed from our own engineers, and you have a universe of data sources all requiring integration. iMotions has played a critical role in bringing all of our data together in a single unified system."

MEDIASCIENCE **Duane Varan**, Founder & CEO MediaScience

Massachusetts Institute of Technology · Wharton University of Pennsylvania · Harvard Medical School · Northeastern · Boston University

P&G · Mondelēz International · Unilever · tns · nielsen

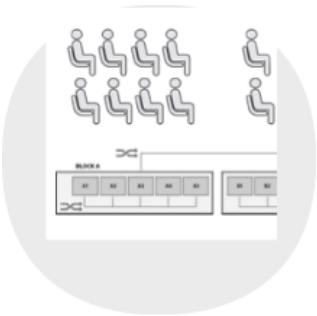
 IMOTIONS

The Remote Eye Tracking Module delivers:

Visualizations:	Metrics:	Raw Data:
Individual & Aggregate Gaze	Time To First Fixation (TTFF)	X,Y coordinate of eye position
Static & Dynamic Areas of Interest (AOI)	Time Spent	Pupil size
Static & Dynamic Heatmaps	Ratio	Inter pupil distance
Bee Swarm	Revisitors	Distance to the screen
Pupil Size	Revisits	
Distance to screen	Mouse Clicks	
	Pupil Size	
	Distance to screen	

The Remote Eye Tracking Module has the iMotions Core License as pre-requisite, which allows you to:

Present all Type of Stimuli
Present images, videos, websites, games, screen & scene recordings, real world products and surveys.

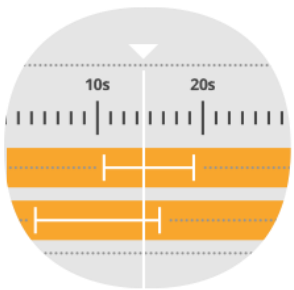


Create Sophisticated Studies
Full flexibility to design any study setup with randomizations, block designs, test plans, group rotations and more.

View Individual & Aggregated
Get visualizations whether individually or aggregated in any type of segmentation and export them as images and/or videos

Export Raw Data
Export all collected eye tracking data in sync with stimuli and other sensors in .txt format for easily import into MatLab and other statistical programs.

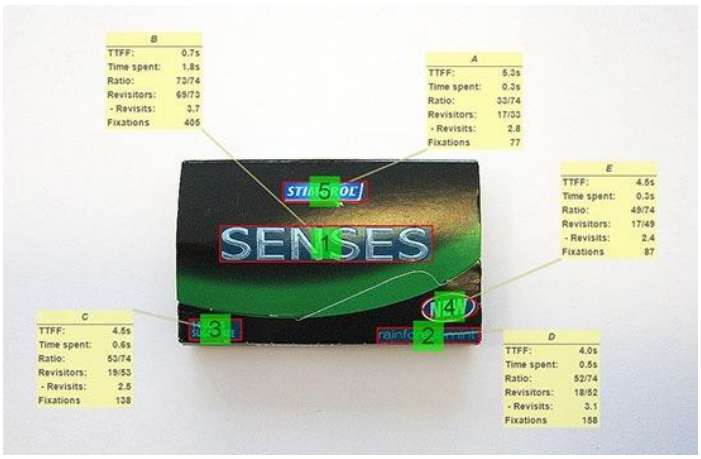
Get Quality Assurance
Monitor data collection quality at any given time to ensure the validity of the studies.



Create Live or Post Markers
Mark important happenings during data collection or in replay mode to facilitate the analysis.

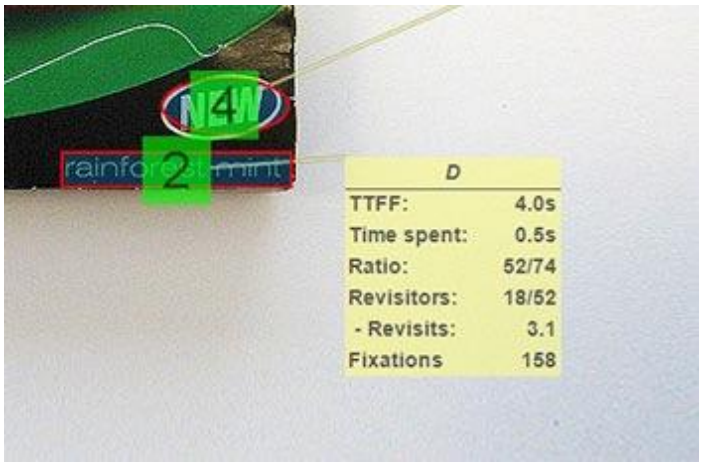
Eye Tracking Visualisations & Metrics

Heatmaps

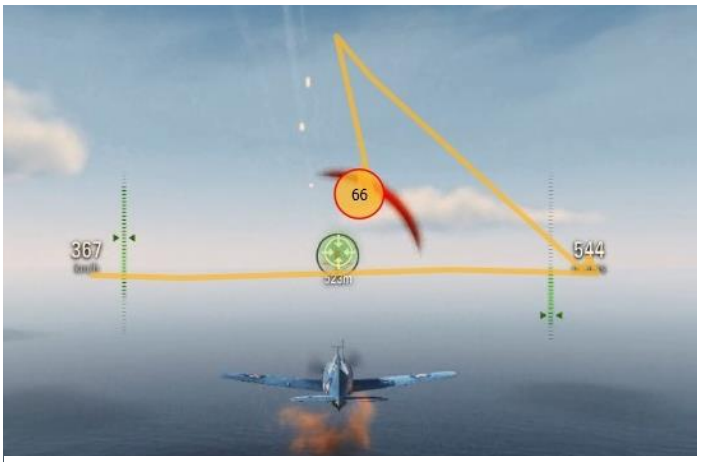


Areas Of Interest (AOI)

Aggregate Gaze - Bee Swarm



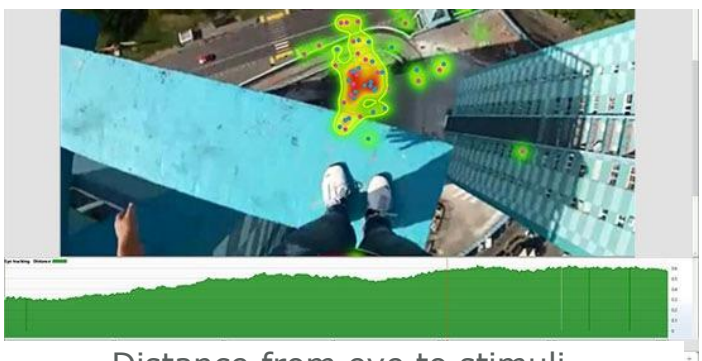
Eye Tracking Metrics



Individual Gaze

Gaze Plot

Pupil Size



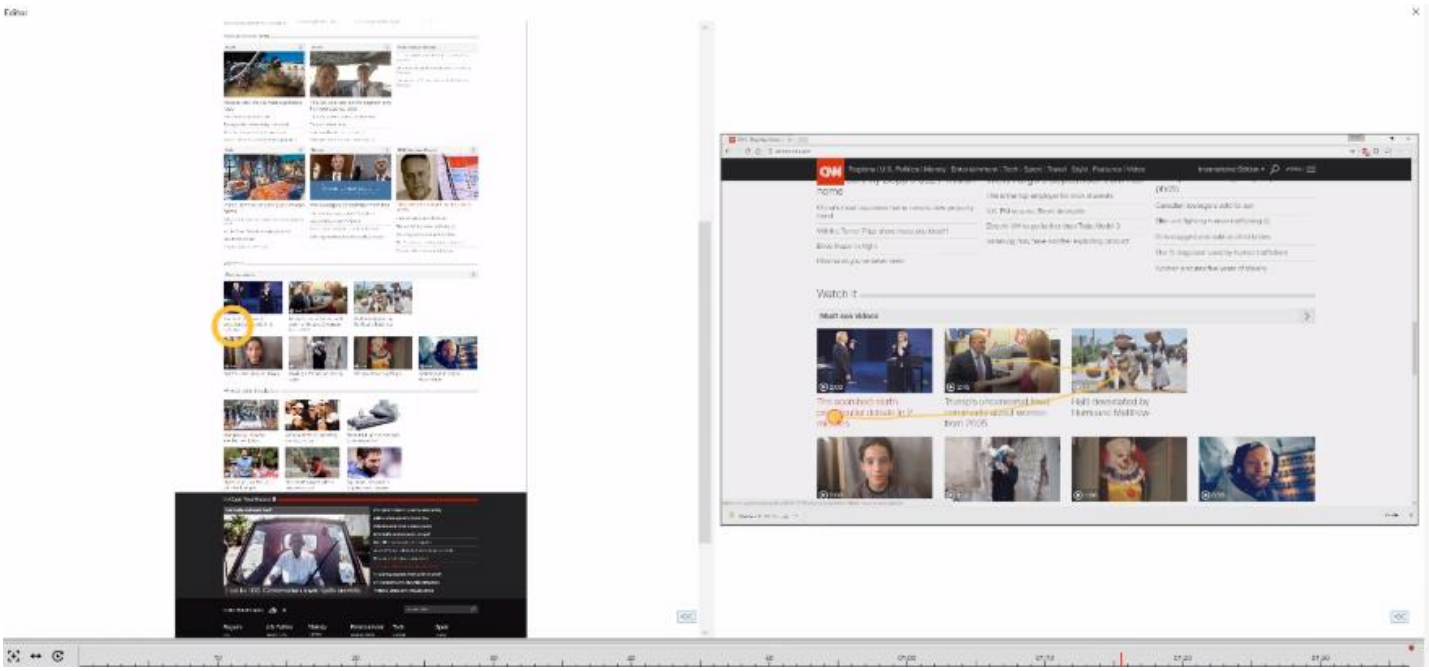
Distance from eye to stimuli

Automated Object Recognition AOIs & Heatmaps

Track moving objects in videos, websites, apps and virtual environments and quantify the attention they are getting with automatic generation of areas of interest and aggregation of eye tracking data.

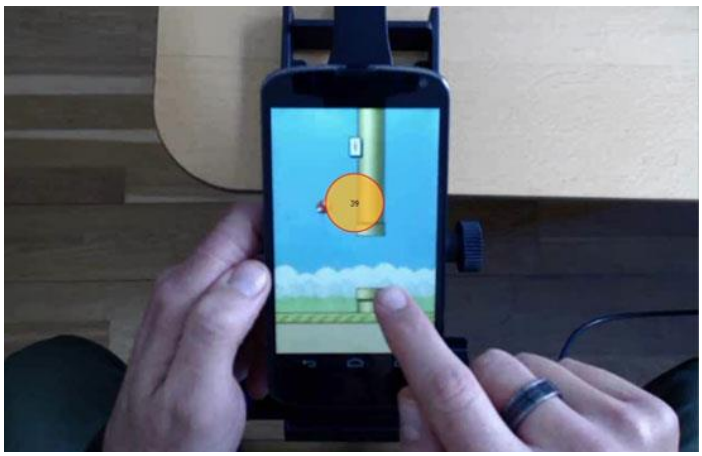
Automatic Gaze Mapping for Websites

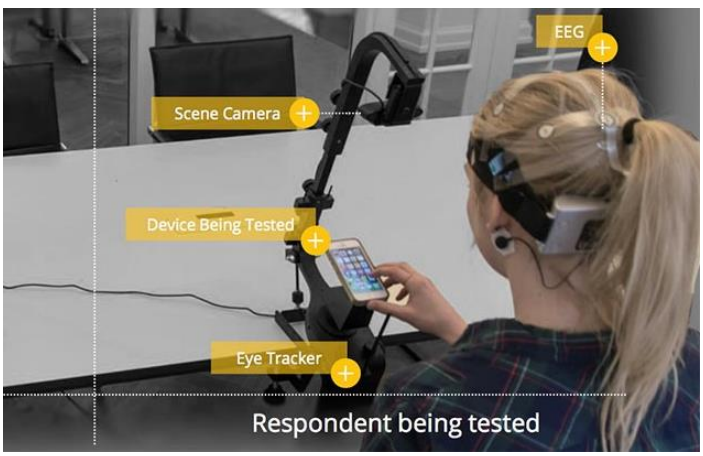
Easily create full length heatmaps of websites and AOIs with eye tracking metrics



Extension for mobile devices / interfaces

Needs the Scene Camera Module, the Tobii Mobile Device Stand and the X2 series eye trackers

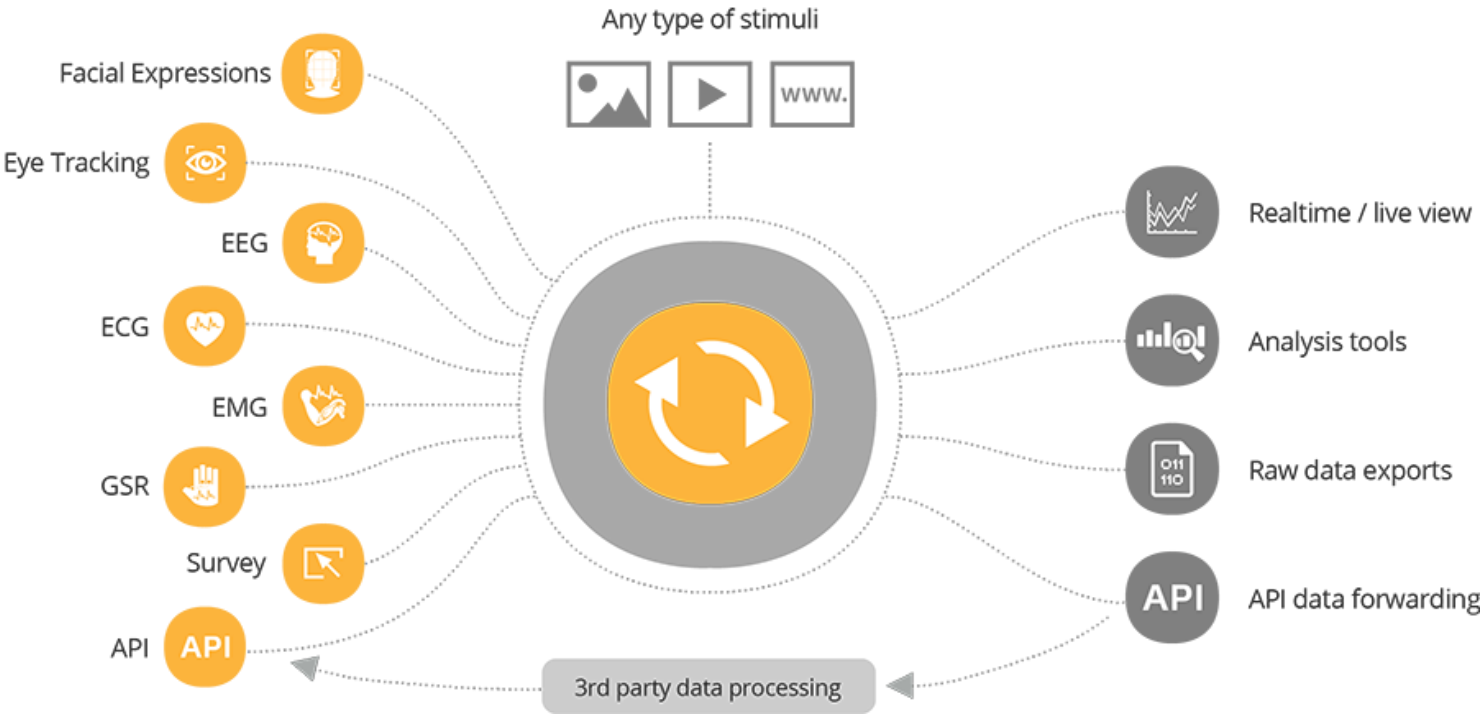




IMOTIONS

Optionally combine eye tracking measurements with:

Facial Expression Recognition, EEG, GSR, ECG, EMG, Respiration & Surveys



Controlled Lab view with combination of sensors

Remote Eye Trackers Integrated

IMotions Remote Eye Tracking Module is hardware agnostic and supports the World leading remote eye tracking hardware. iMotions is a global resellers & offer the same prices as the manufacturers. It supports eye trackers from 30 Hz to 500 Hz to fit your specific research need. Supports remote eye trackers from:

Tobii, SMI, EyeTech, ASL, Mirametrix, GazePoint, TheEyeTribe & SR Research

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