

RESEARCH REVIEW

AFFECTIVE COMPUTING COMPANIES

ABOUT

- ▶ This is a list of companies from the field of affective computing.

affective computing

/æ'fektɪv kəm'pjʊːtɪŋ/

noun

„The ability for a computer to detect human emotions falls into a field of study called “affective computing”. An “affect” is the experience of feeling or emotion that is characteristic to humans. Affects can be recognized not only by your facial gestures but also the tone of your voice and your body language. In order for artificial intelligence to truly interact with humans, the ability to empathize needs to be mastered.”

(<https://www.nanalyze.com/2016/04/affective-computing-and-ai-emotion-recognition/>)

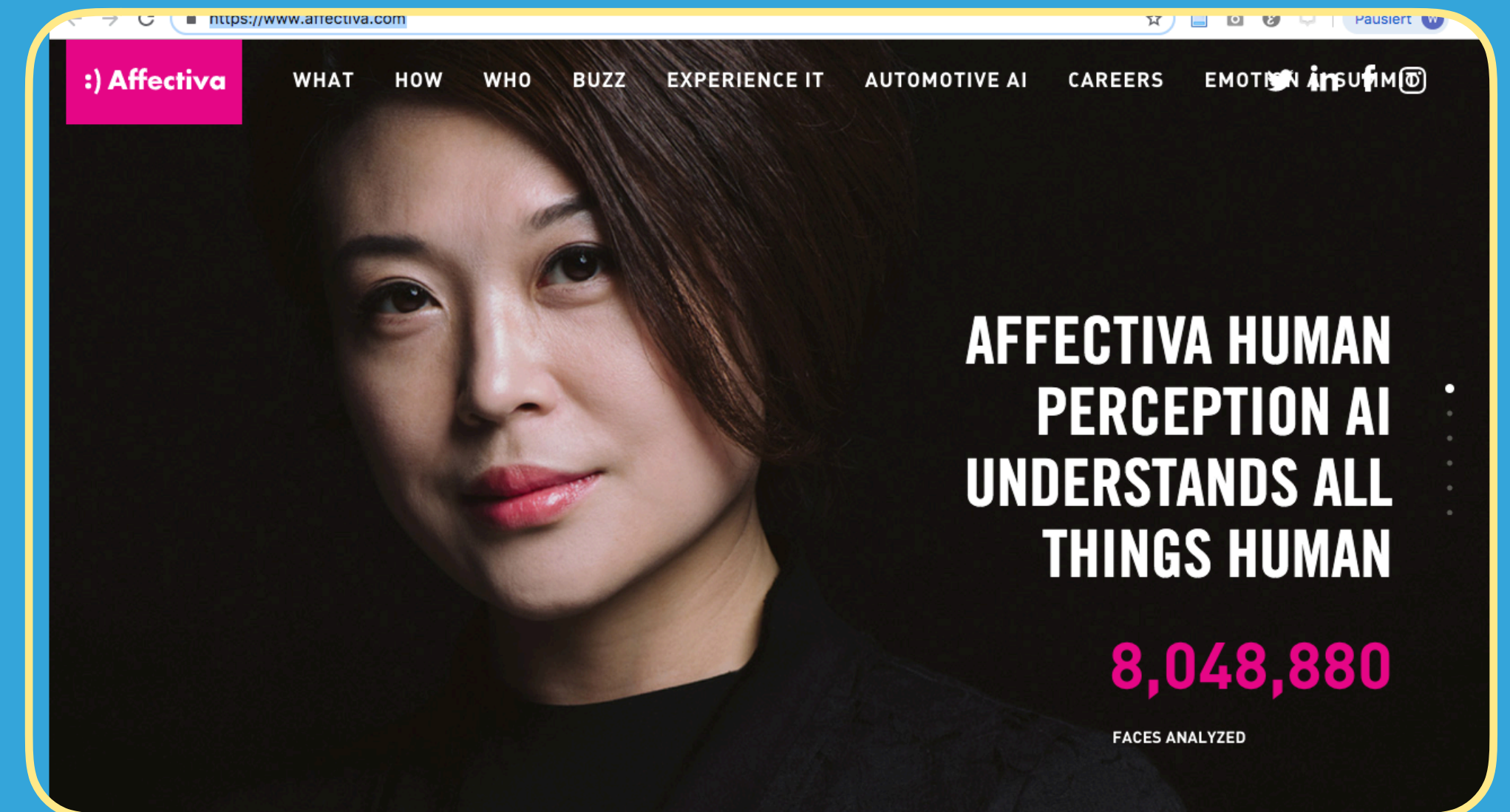
AFFECTIVA – [HTTPS://WWW.AFFECTIVA.COM/](https://www.affectiva.com/)

About

„Affectiva is focused on advancing it's technology in key verticals: **automotive, market research,** social robotics, and, through our partner **iMotions**, human behavioral research.“

Method

„Combining facial expression data with measures of physiological arousal, brain activity, eye tracking and more.“



*„We spun out of **MIT Media Lab** in 2009 and are backed by leading investors including Kleiner Perkins Caufield Byers, Horizon Ventures, Fenox Venture Capital and WPP.“*

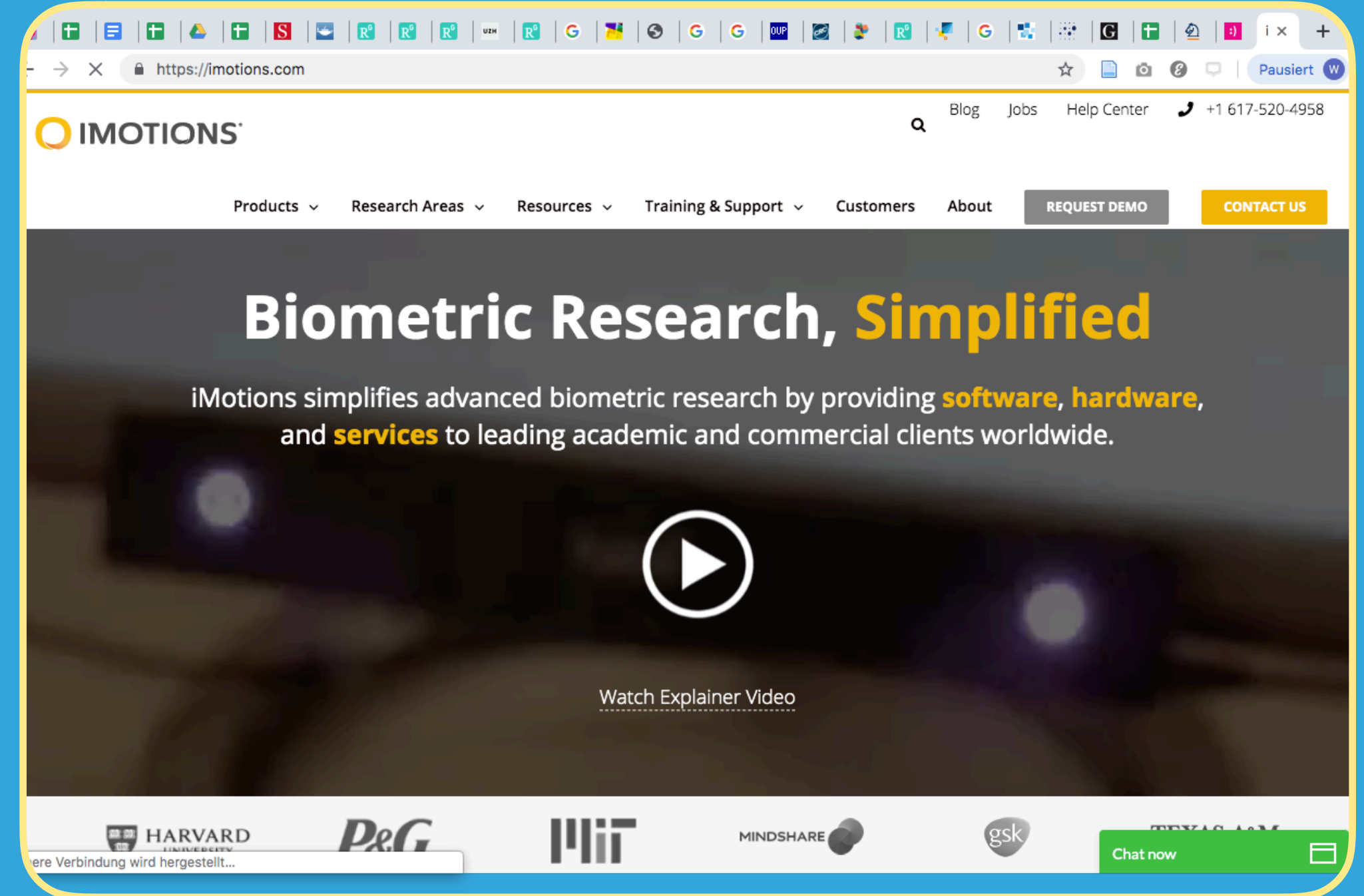
IMOTIONS – [HTTPS://IMOTIONS.COM/](https://imotions.com/)

About

- Software solution for the integration of biometric services
- integration of software, hardware and services

Methods

- Eye Tracking (Eye movement)
- Facial Expressions (FACS)
- EEG (electrical activity in the brain)
- GSR (skin conductivity)
- EMG (muscle contractions)



*„Since 2005 iMotions has developed our **software platform** that lets researchers integrate best-in-class biosensors, eye tracking, facial expression analysis, EEG, GSR, EMG, ECG and Surveys in one unified software platform.“*

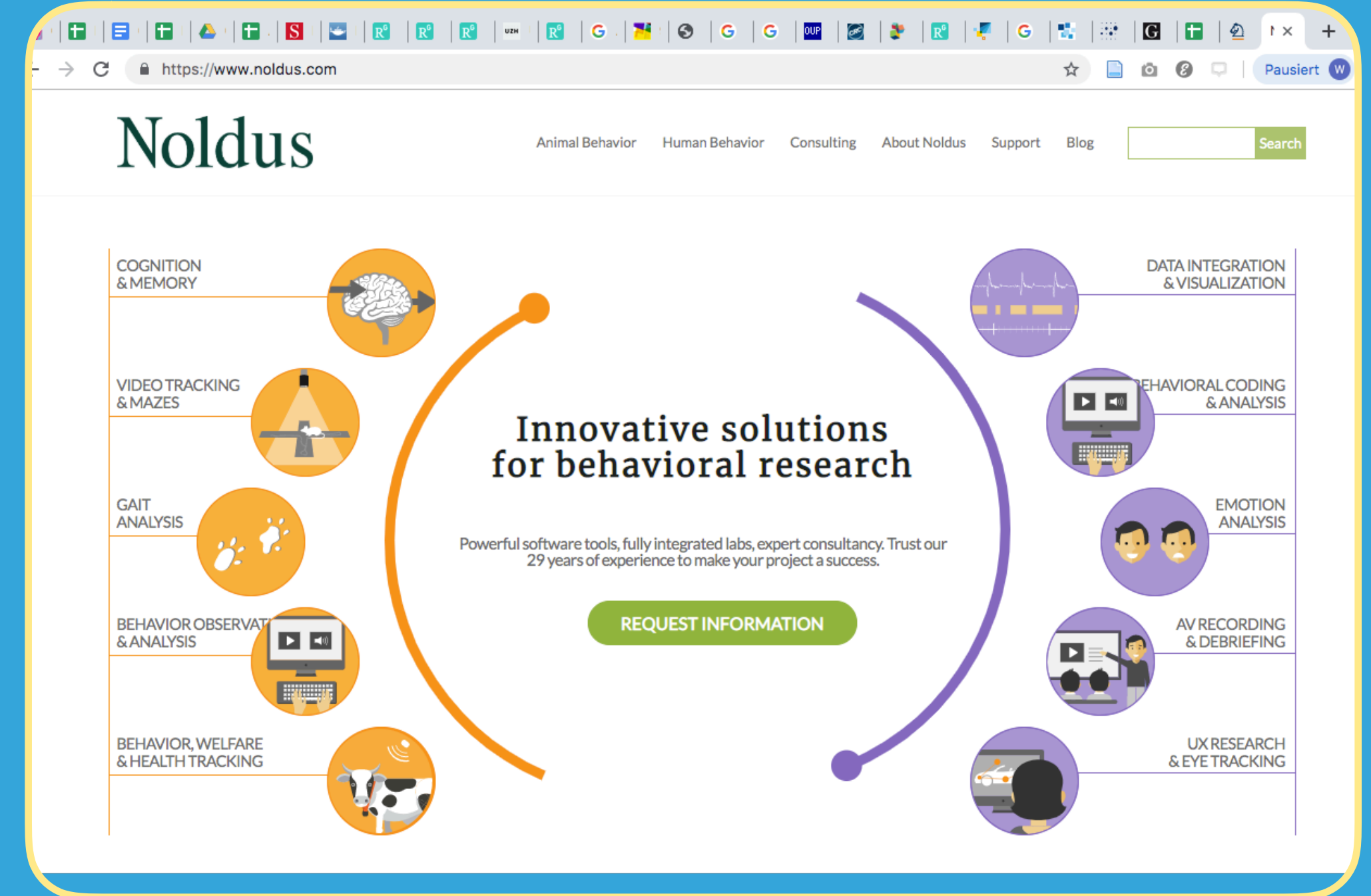
NOLDUS – [HTTPS://WWW.NOLDUS.COM/](https://www.noldus.com/)

About

- Create hardware and software for research on human behaviour analysis
- From single use products to complete Labs

Products

- The Observer® XT software for observational data collection, integration, and analysis.
- FaceReader is the best software for automatic facial expressions analysis.



„Developing and delivering innovative software and instruments for behavioral research, in close collaboration with the scientific community.“

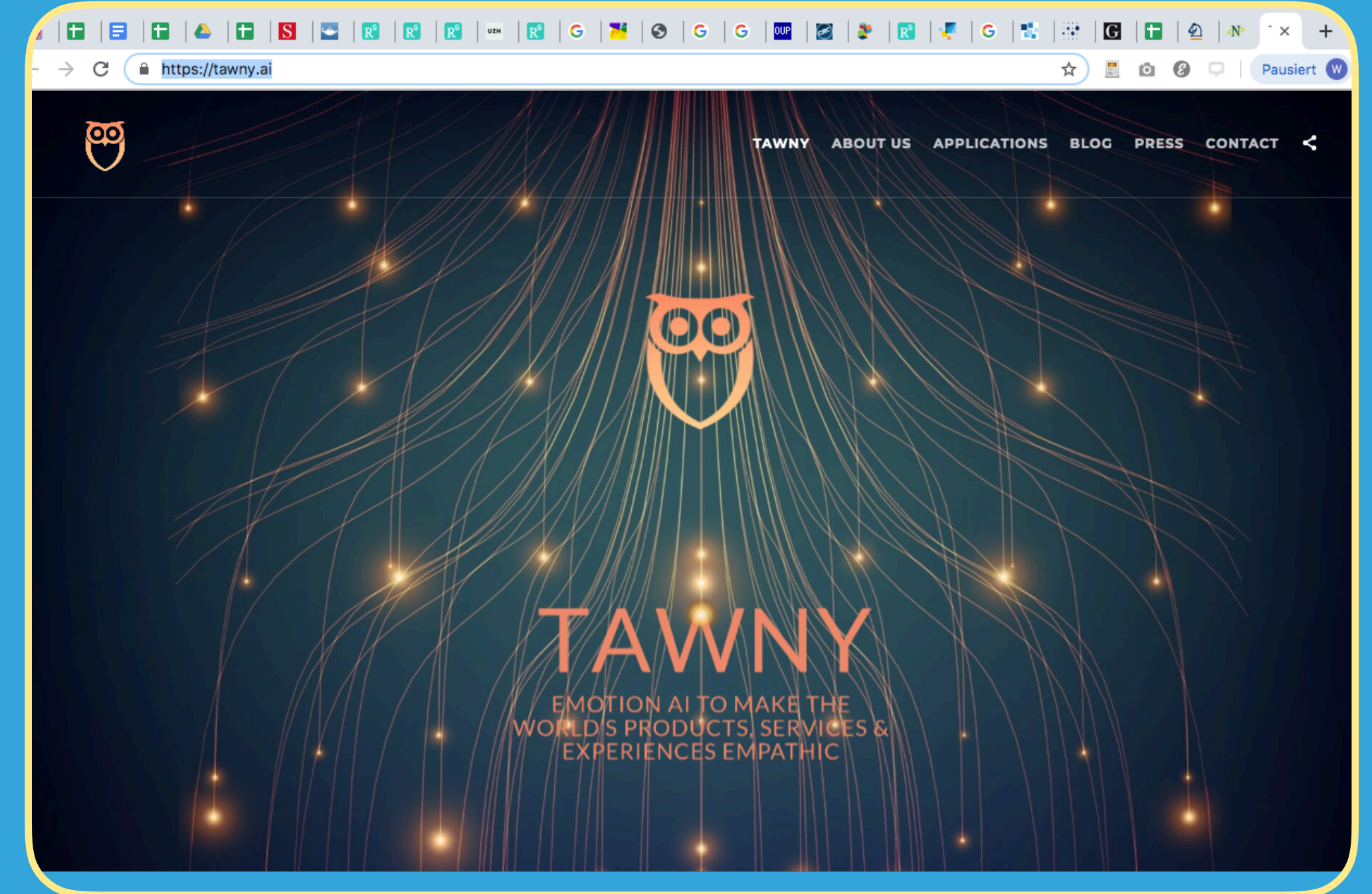
TAWNY – [HTTPS://TAWNY.AI/](https://tawny.ai)

About

- analyze human data from different sensors to detect emotions and affective states.
- offering Emotion AI algorithms for various industries and customers

Products

- The Observer® XT software for observational data collection, integration, and analysis.
- FaceReader is the best software for automatic facial expressions analysis.



*„developing affective computing technology which allows matching human’s physiological data with psychophysiological inventories to create **emotional intelligence** for the world’s products, services and experiences.“*