

# iMotions Core License

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Pre-requisite to integrate any other module / sensor

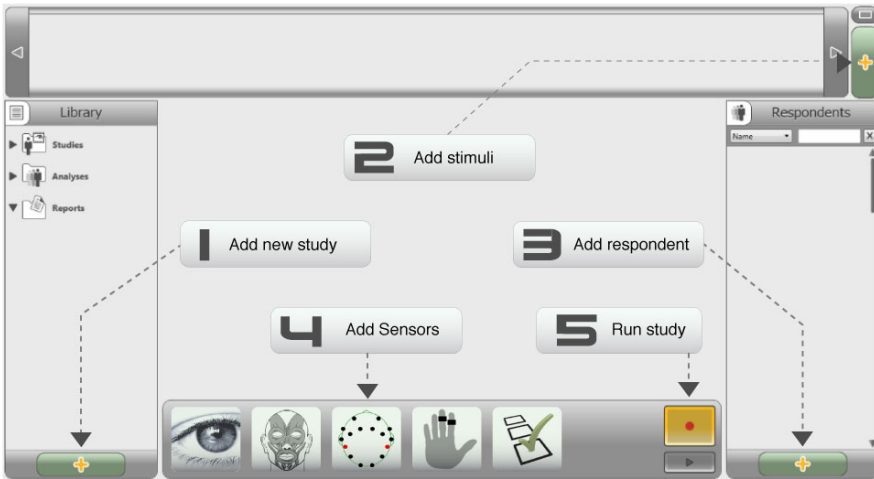
Licenses per seat / computer

 **IMOTIONS**<sup>®</sup>  
BIOMETRIC RESEARCH PLATFORM  
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# iMotions Core License

The Core License is a stimuli presentation and data collection platform which allows to design studies, present any type of stimuli, collect data, make markers/annotations & export the results in raw data and/or graphic visualizations. It is also the main software engine to integrate any biosensor.



## Ease-of-Use

iMotions Biometric Software Platform has an intuitive and user friendly interface with streamlined processes to enhance productivity & analysis



*"iMotions Biometric Research Platform, allows us to easily get the data we need for our research. iMotions made it an easy choice – being able to combine EEG, the leading facial expression analysis technology, our choice of eye tracking hardware, and GSR so easily out of the box is just something that no one else does. Their support has been great, helping us the entire way. We highly recommend iMotions solutions."*

Top iMotions software users: Academic, Commercial & Government



# iMotions Core License Main Features

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## Present Stimuli

iMotions Biometric Research Platform allows you to present to the participant all kind of stimuli such as images, videos, websites, games, software

## Live & Post Markers

Make live or post-processing annotations to identify important events of the session and segment the recording

## Visualizations & Raw Data Exports

iMotions exports stimuli and metrics as images and/or videos and exports raw data as .txt format for further analysis in Excel, Matlab, etc..

## Respondent video & sound recording

Record the face and sound of the respondent in sync with the stimuli and sensors integrated

## Control & Flexibility

Design studies as complex as needed with total control of rotations, randomizations, and block designs until the respondent level

## Third Party Integration

Forward data in real time and allow the import of external sensor / software data and loop it back into the platform via the API Module.

## Individual and/or Aggregate

iMotions shows synchronized visualizations per respondent or as customized aggregation of respondents

## Real time view & replay of recordings

Visualize the recordings in real time during data collection or replay the sessions as desired



- ✓ Build Methodology
- ✓ Setup Stimuli
- ✓ Test study design



- ✓ Plug & Play sensors
- ✓ Control Connections
- ✓ Integrate via API



- ✓ Live View Monitoring
- ✓ Live Marker Creation
- ✓ Live export via API



- ✓ Slice & dice data
- ✓ Visualize individual & aggregated results
- ✓ Export raw data & metrics

# With iMotions Core License you can Integrate & sync any of the following modules/sensors



Remote Eye Tracking



Mobile Eye Tracking



Reading Eye Tracking



Arousal Eye Tracking



Facial Expressions



Surveys



EEG



GSR



ECG



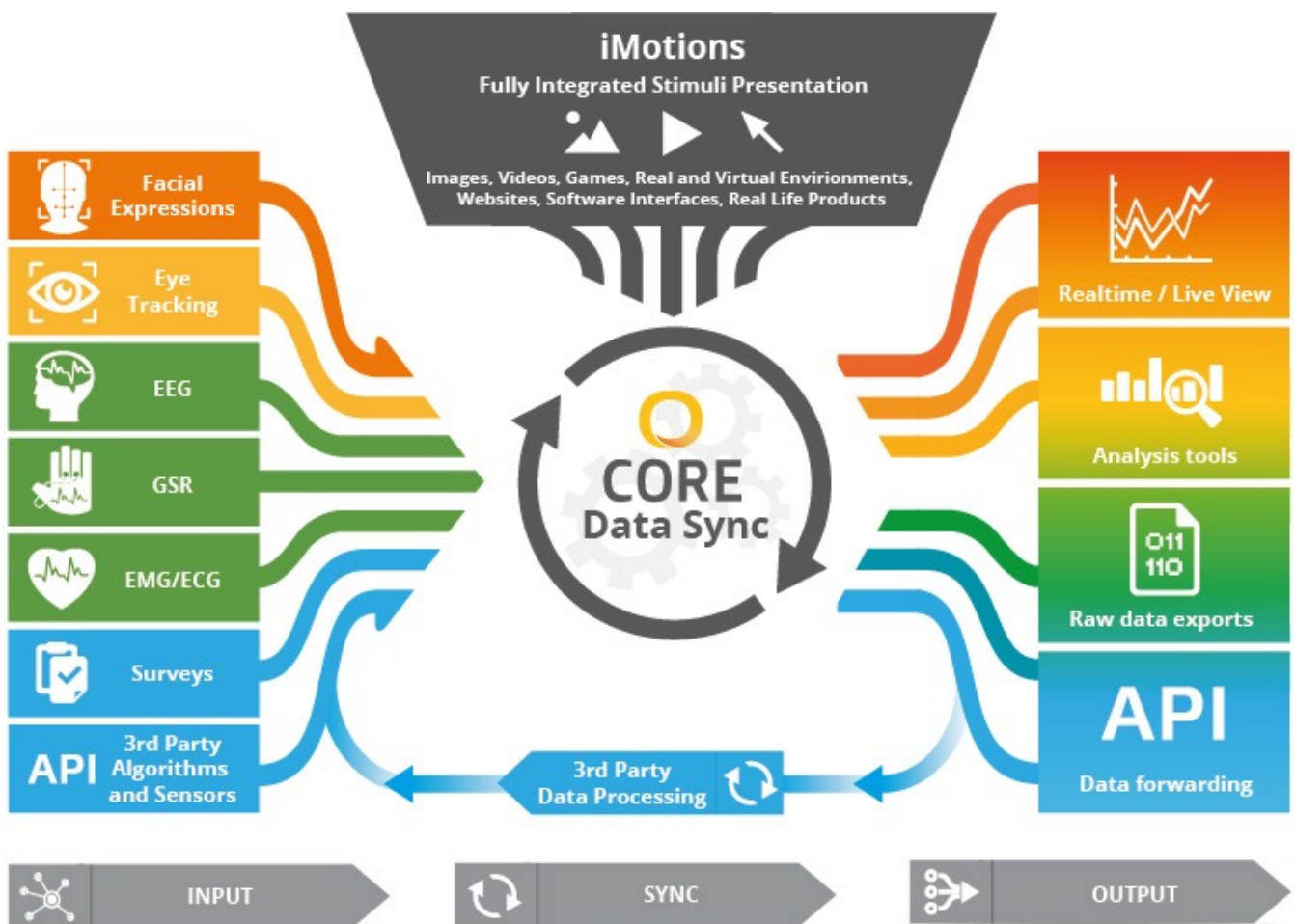
EMG



Second Camera

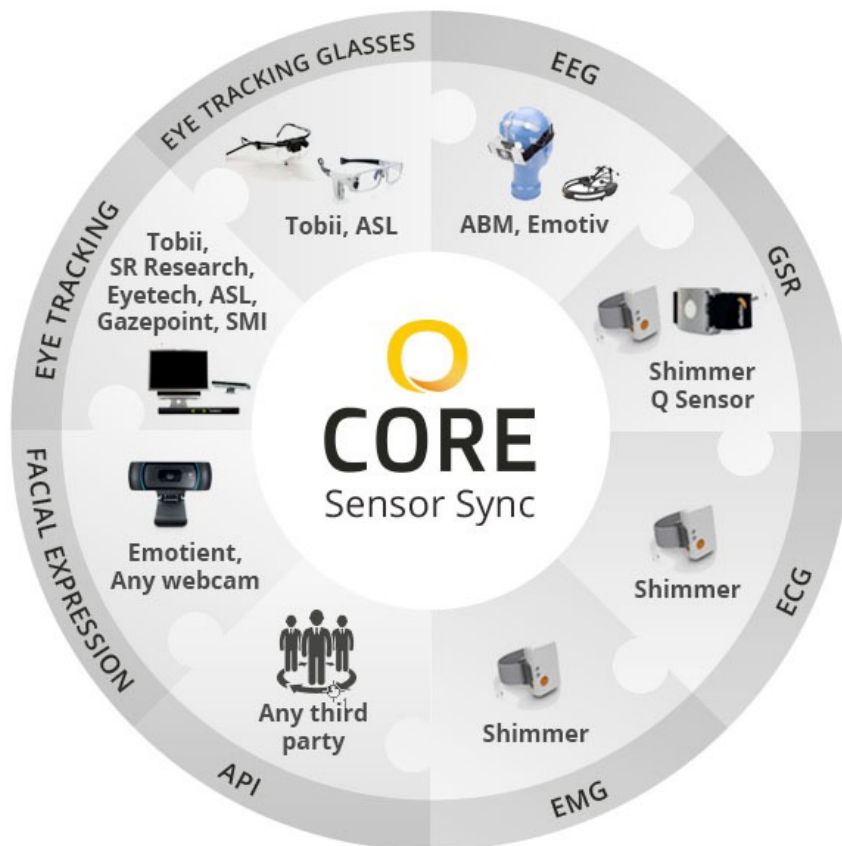


3rd party sensors



# Best-in-class Biometric Sensors

iMotions is hardware agnostic and integrates the best in class biometric sensors. Integrates: Tobii, EyeTech, ASL, SMI, TheEyeTribe, Emotient, ABM, Emotiv, Shimmer



## Remote Eye Trackers

- Tobii X50
- Tobii X60
- Tobii T60
- Tobii T60XL
- Tobii X120
- Tobii T120
- Tobii X1 Light
- Tobii X2-30
- Tobii X2-60
- Tobii TX300
- Eye Tribe ET1000
- SMI RED
- SMI RED M (Mini)
- EyeTech VT2
- EyeTech VT2 Mini

- EyeTech VT2XL
- EyeTech VT3
- Mirametrix X2
- GazePoint GP3
- ASL D6 Optics
- SRResearch EyeLink remote eye tracker

## Eye Tracking Glasses

Supported by post import of recorded data

- Tobii Glasses 1
- Tobii Glasses 2 (scheduled)
- Positive Science Glasses

Supported by live recording in Attention Tool

- ASL Glasses

## EMG & ECG

- Shimmer3 EXG (EMG & ECG)

## EEG

- Emotiv EPOC
- Emotiv EPOC+ (scheduled)
- ABM B-Alert X4
- ABM B-Alert X10
- ABM B-Alert X24
- Cedrus Stimtracker + ABM ESU

## GSR

- Shimmer3 GSR & Heart Rate
- Empatica GSR/HR wristband (scheduled)

## Scene Camaras (Stands)

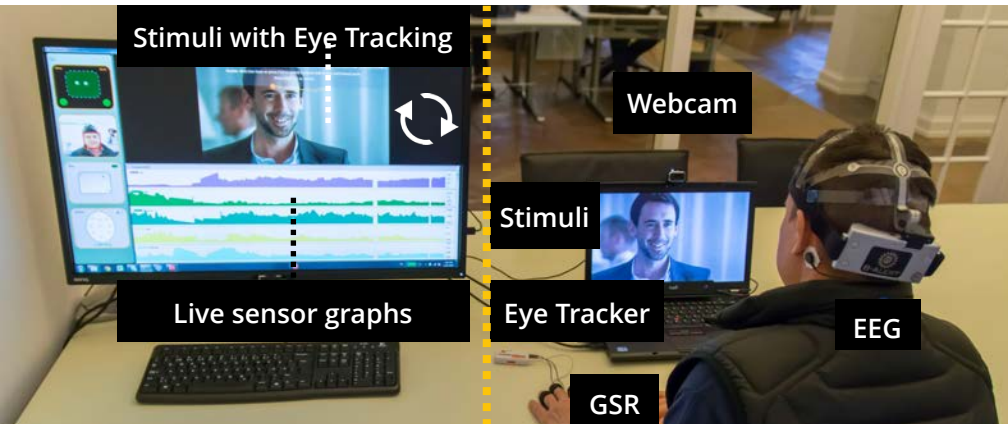
- Tobii Mobile Device Stand - X2

Through iMotions API Module you can integrate / synchronize any other 3rd party sensor or algorithm that is not currently integrated to the platform

# Laboratory setup scenarios

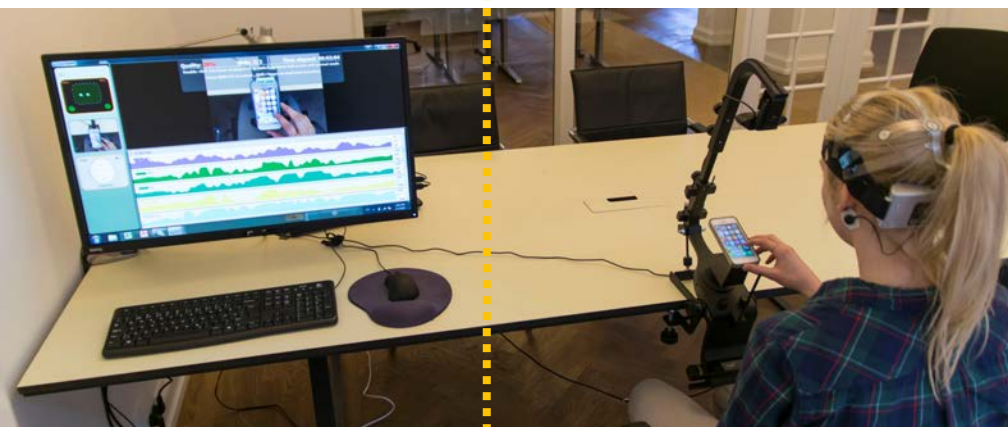
Operator Monitor

Respondent / Participant



## Lab - Digital Media

Stimuli: Media presented in a screen: Images, Videos, Websites, Games, Software.  
Sensors: Eye Tracking, Facial Expressions, EEG, GSR, EMG/ECG, 3rd party.



## Lab - Real Objects

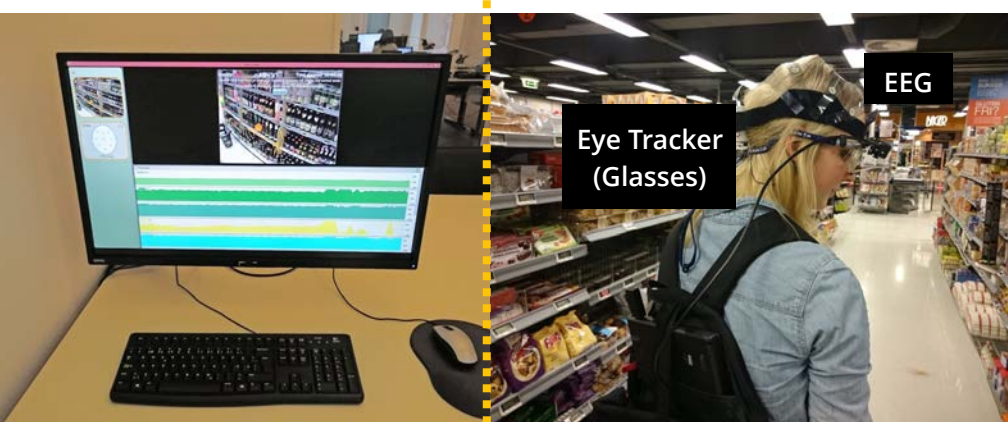
Stimuli: Real life objects and mobile interfaces on smart phones and tablets.  
Sensors : \*Eye Tracking, Facial Expressions, EEG, GSR, EMG/ECG

\* Only on mobile interfaces



## Lab - Face-to-Face

Stimuli: Interviewer  
Sensors : Facial Expressions, EEG, GSR, EMG/ECG



## Mobile Lab - Real Environments

Stimuli: real life environments activities and sports. Sensors : Eye Tracking, EEG, GSR, EMG/ECG

# 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-Olivarius, Catrine Jacobsena, Simon B Jensen, 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, Mahbulul 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 Facebook 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:** Yifan Zhao, 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](#)