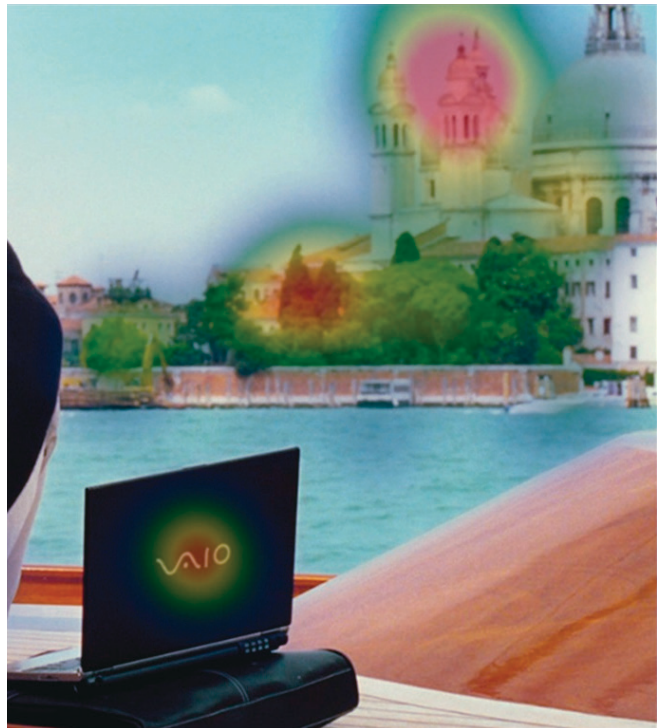


Eye Tracking for Marketing Research

SMI REDn Professional Packages



- Improve impact of ads, commercials and designs across all media
- Easy analysis of dynamic web ads
- One click executive summaries
- Efficient design comparisons
- Analysis of participants' actions



Ania Rodriguez, KeyLime Interactive:

“Eye tracking is a key to defining metrics for effective product placement because it reveals correlations between visual attention and brand recall.”

www.smivision.com

Improve impact of ads, commercials and designs across all media

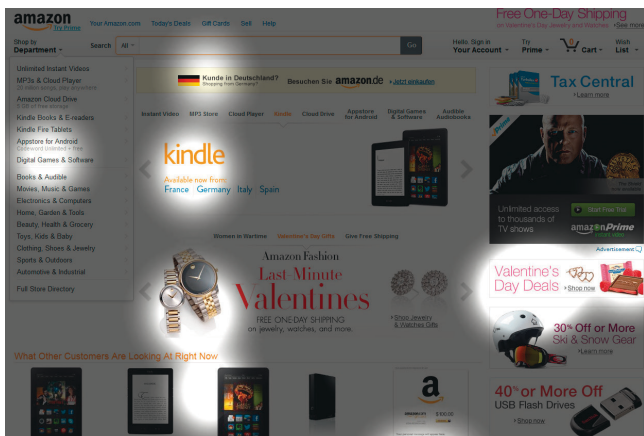
Eye tracking is crucial if you want to measure and improve ROI through visual and emotional impact for:

- TV commercials
- Package design
- Online ads – mobile and fixed
- Product placement in music videos and movies
- In-game advertising

The SMI REDn Professional package is a dedicated eye tracking software and hardware toolset that supports you at all stages of marketing research. It delivers you the key performance indicators you need in just one click – it also lets you augment your studies and reports with a wide range of behavioral performance and biometrical data, such as EEG, or cognitive workload.

Easy analysis of dynamic web ads

Capture and analyze gaze data of users on dynamic web sites, including pop-ups and flash content. Websites are captured with scroll and position compensation, plus as session screen recording for alternative analysis (e.g. of highly active content).



One click executive summaries

Key performance indicators (KPIs) deliver both quantitative and qualitative information on visual behavior and impact. Exporting KPIs as an executive summary provides immediate, customizable reports in just one click.

With SMI software you can easily aggregate participants – or investigate their behavior individually at any time of regard.

Efficient design comparisons

Easy and fast creation of experiments containing multiple elements – for example, different package designs – is brought to you by the new Composite Editor feature. Select the visualization that suits you best from a wide array of options provided by SMI.

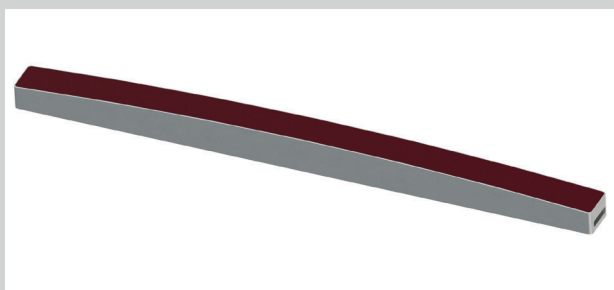


Analysis of participants' actions

SMI solutions allow to log and observe participants' behavioral actions during the experiment, thus drastically reducing analysis time and cost.

With Remote Viewer you can broadcast the experiment on the network and monitor your participants from a distance, without distracting them. The questionnaire tool lets you further augment your data with participants' responses.

SMI REDn Professional Easy-to-use portable remote eye tracker for professional applications



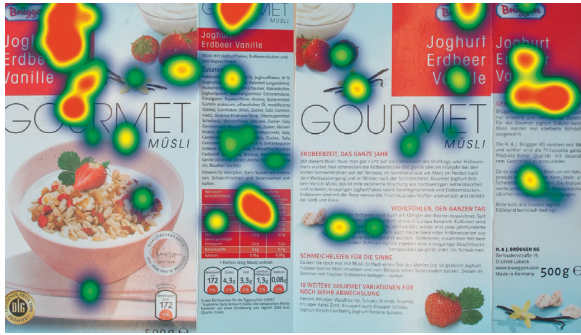
New SMI REDn remote eye tracker is an ultra-light, USB 3.0 powered, fully portable eye tracking device. The plug-and-play design enables professionals to set up a study efficiently anywhere.

Automatically guided setup and calibration drastically reduce preparation time, and the large head box together with advanced eye tracking algorithms ensure unmatched robustness.

With 60Hz sampling rate the REDn eye tracker delivers reliable information on all key metrics, such as fixation count and duration.

Flexible SMI REDn Professional packages

REDn Professional is ideally suited for qualitative research, providing you a wide range of visualization options, such as heatmaps and scanpaths.



REDn Professional Premium Edition adds comprehensive quantitative analytics also suited for larger sample sizes such as Key Performance Indicators and AOI statistics.



SMI REDn Professional packages		REDn Professional	REDn Professional Premium Edition
Qualitative research	Web, video, text, image and PDF stimuli	✓	✓
	Questionnaire tool	✓	✓
	Screen recording	✓	✓
	Behavioral annotations	✓	✓
	Remote Viewer	✓	✓
	Gaze replay	✓	✓
	Beeswarm visualization	✓	✓
	Heatmap visualization	✓	✓
	Scanpath visualization	✓	✓
	Statistics (stimulus and participant related)	✓	✓
	Video & raw data export	✓	✓
Retrospective Think Aloud (RTA)	✓	✓	
Quantitative research	Randomization of stimuli	x	✓
	Static & dynamic Areas of Interest (AOIs)	x	✓
	AOI statistics	x	✓
	Key Performance Indicators (KPIs)	x	✓

Jeroen van der Most, De Vos & Jansen Marketinggroep

“SMI remote eye-tracking equipment for me has been an excellent tool to bring my website usability and advertising effectiveness research to a higher level. Research results obtained with the easy to use SMI technology have been of great practical use to my clients.”



Alexey Pryanishnikov, Ipsos:

“I really appreciate the close collaboration with SMI. My feature requests were considered and the quality of the software was significantly enhanced.”

Extend and augment studies with special modules

SMI Emotiv EEG module	Synchronize eye tracking with Emotiv EEG neuroheadset data. This gives indicative feedback on participant's emotional state as well as raw EEG signals for further analysis
SMI Cognitive Workload module	Combine eye tracking data with the patented Index of Cognitive Activity (ICA) to analyze cognitive workload
SMI Observation module	Monitor your participants' behavior and their facial and verbal expressions. This feature can also be used for think aloud protocols. User behaviors and comments can be easily analyzed with SMI's Annotation feature
SMI External Video module	Analyze HD video content from external sources, such as gaming consoles or TV imported with a frame grabber
SMI External Scene Camera module	Record content on mobile devices, supermarket shelves and much more
SMI Video Data Aggregation module	Aggregate and quantitatively analyze eye tracking data from multiple participants over target areas
Advanced Visualizations module	Enhance your visualizations with advanced options: <ul style="list-style-type: none"> - Binning chart to visualize and analyze how much attention each AOI gets at each point in time; - Gridded AOIs to create dwell, revisit or entry time maps without defining AOIs; - Line Graph to drill down to the deepest levels of the statistics and analyze raw data; - Proportion of Looks to aggregate and compare looking behavior over time across multiple AOIs, stimuli, and participants

Technical specifications

Technology	Fully automated image processing based contact-free eye tracking and head movement compensation
Sampling rate	60 Hz
Eye tracking mode	Smart binocular
Gaze position accuracy	0.4°
Spatial resolution (RMS)	0.05°
Calibration	2 and 5 points, smart calibration technology
Operating distance subject - camera	40-100 cm
Tracking range (head box)	50 x 30 cm at 65 cm distance
Interface setup	Use with monitor, tablet, laptop (10" to 27")
Operating system	Microsoft Windows 7, Windows 8, Windows 8.1
PC interface / power	USB 3.0
Blink recovery time (max)	16 ms at 60 Hz
Tracking recovery time (max)	16 ms at 60 Hz
Dimensions (width x height x depth)	30 x 2 x 2 cm
Weight	75 g
Eyewear compatibility	Works with most glasses and lenses
Norm compliance	CE Declaration of Conformity

Contact information

SensoMotoric Instruments GmbH
 Warthestr. 21
 14513 Teltow
 Germany
 Phone: +49 (0) 3328 - 3955 - 10
 Fax: +49 (0) 3328 - 3955 - 99
 E-mail: sales@smi.de

SensoMotoric Instruments Inc.
 236 Lewis Wharf
 Boston, MA 02110
 USA
 Phone: +1 - 617 - 557 - 0010
 Fax: +1 - 617 - 507 - 8319
 E-mail: sales@smivision.com

SensoMotoric Instruments Inc.
 5 3rd Street
 San Francisco, CA 94103
 USA
 Phone: +1 - 617 - 557 - 0010
 Fax: +1 - 617 - 507 - 8319
 E-mail: sales@smivision.com



Scan QR code for case study videos!
www.youtube.com/smieyetracking

Subject to change without prior notice

© Copyright 2014, SensoMotoric Instruments GmbH • smi_redn professional market research_201410

www.smivision.com