

30  
years  
ADVANCING  
BEHAVIORAL  
RESEARCH  
SINCE 1989



## Innovative solutions for consumer behavior research

*Powerful software tools, fully integrated labs, and expert consultancy.  
Trust our 30 years of experience to make your project a success.*

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**Noldus**  
Information Technology

# The Observer XT

- *Code behaviors live or from video*
- *Add comments during behavioral coding*
- *Collect, integrate, analyze, and manage data*
- *Calculate descriptive statistics and assess reliability*

The Observer® XT is the most powerful software tool for behavioral observation and video analysis. It is used by over 20,000 professionals worldwide. The software provides the ability to code behaviors and obtain time-stamped results which are immediately ready for analysis. You can turn qualitative data into quantitative results. The Observer XT facilitates easy integration of video, eye tracking, physiological, and facial



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expression data. With several modules, you can adapt this tool to your research needs. Need to code on-the-go? Pocket Observer works on a range of handhelds and smartphones making it an ideal solution for in-store research.

# Viso

- *State-of-the-art AV recording tool*
- *View live and recorded sessions from any location*
- *Centralized management and control*
- *Quickly playback synchronized recordings*

Viso® is the easy-to-use solution for creating video and audio recordings. The software suite has proved itself as an ideal instrument to perform consumer tests, record focus group interviews, and much more. Score markers and add comments, in real-time or offline. Viso recordings and markers can be imported into The Observer XT for extensive analysis, giving you a powerful and user-friendly recording and analysis



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solution. To ensure privacy, a login is required before the system can be used in one of the four user roles. Working with Viso will save you time, deliver you peace of mind, and will improve your research and training facility.

# FaceReader

- *Gain insight into people's emotional response to stimuli*
- *Analyze data in real time*
- *Easily program a set of photos and videos*
- *Objectivity in observations*

FaceReader™ automatically analyzes facial expressions: happy, sad, scared, disgusted, surprised, angry, contempt, and neutral. It also calculates gaze direction, head orientation, and personal characteristics, and offers advanced analysis and reporting. FaceReader shows the circumplex model in real-time with on the horizontal axis the valence dimension (pleasant - unpleasant) and on the vertical axis the arousal dimension (active - inactive).



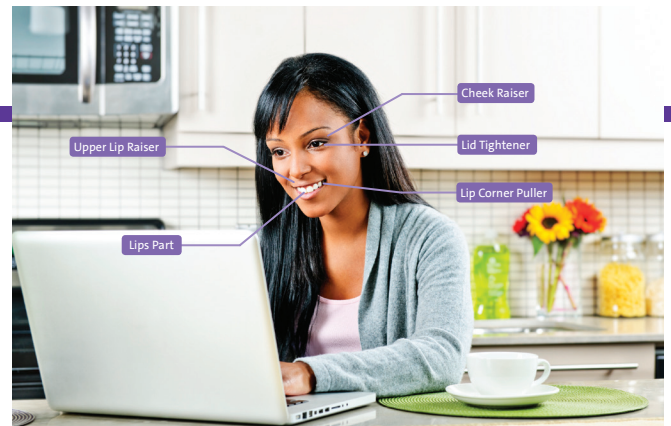
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The Project Analysis Module provides insight into the effects of different stimuli by allowing you to program a set of stimuli such as advertisements, mark events, and examine changes in emotion across stimuli.

# FaceReader Online

- *Invite participants from all over the world*
- *Results the same day*
- *Cost efficient pay-per-use model*
- *Integrate into your favorite survey tool*

FaceReader Online, based on proven FaceReader technology, supports your online research needs. The software allows you to analyze facial expressions of participants from all over the world. As a cloud-based solution, it offers you a safe, scalable, and reliable solution. Via a hyperlink, invite participants to join in the study, using your favorite survey tool. When the stimulus video starts playing, the participants' webcam starts recording.



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The image from the participant's webcam is then streamed to one of our secure servers; FaceReader immediately analyzes the incoming videos and provides you with the results in several easy understandable analysis formats.

# Observation Lab

- *Superior behavior recording and analysis*
- *Controlled laboratory conditions or on-site*
- *Allows for unobtrusive observations*
- *Fully integrated equipment*

With many years' experience building labs all over the world, Noldus experts can create the perfect lab for you in which you can effectively capture respondents' behaviors. All equipment is fully integrated, and includes such items as cameras, computers, eye trackers, and physiological measurement systems. Operation is easy and results in fully synchronized, high-quality recordings. With a Noldus lab, comparing across sessions and quantifying



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behavior is very straightforward. Some phenomena can be difficult to study in a lab; for example, habits during a family dinner. In those cases, you can achieve the best results with live and on-site observation, using our compact portable observation lab.

# Eye tracking & Physiology

- *See what your test participant is looking at*
- *Measure heart rate, skin conductance, and more*
- *Study the interplay of events, physiology, and behavior*
- *Easy to use, completely integrated system*

Eye trackers are now available in multiple formats: as glasses, stationary, or mobile units, each with unique benefits. Glasses provide insight in real-life settings into consumers' attention and responses to product placement or other stimuli. Different data streams can provide you with information that will help you to further understand and explain consumer behavior. You can acquire EEG, ECG, EMG, blood pressure, or skin conductance and



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analyze it together with events, videos, and eye tracking. The key to understanding these processes is precise integration. The Observer XT allows for synchronization, both before and after data collection, saving you valuable time and ensuring quality.



# TrackLab

- *Highly accurate tracking data*
- *Save time with automated data collection*
- *Meaningful insights into consumer behavior*
- *Easily access, analyze, and visualize data*

TrackLab™ is the complete tracking solution for your research on consumer behavior. Rely on highly accurate tracking data to gain real-time insights into customer motivation and purchase behavior, and optimize your shop layout, point of sales, or environmental cues. TrackLab works with Ultra-Wideband technology and can be used in any environment, including supermarkets, malls, museums, and many more. The software



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includes features to automate data collection, and data can be processed real-time or after recording. Analyze data from any location, visualize your results, and easily export your data to The Observer XT or another statistical program.

# MediaRecorder

- *Synchronize up to eight video recordings at once*
- *View side-by-side or picture in picture*
- *Save separate or integrated files*
- *Synchronize video with behavioral data*

MediaRecorder enables the synchronous recording of up to eight different videos, from IP cameras, screen capture, multiple audio sources, and more. Videos can be captured via MediaRecorder using a broad range of cameras, and are compatible with FaceReader and The Observer XT for further analysis. You can easily switch between different cameras and control them with your mouse, keyboard, or joystick. With IP cameras,



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mouse control over pan-tilt-zoom allows precise camera positioning. Real-time or offline, view videos side-by-side, or use picture in picture. MediaRecorder is ideal for one or two room labs, whereas Viso is the best tool for multi-room recording.

# Consulting Services

- *Behavioral coding services*
- *Customized training courses*
- *Rent a system or software license*
- *Protect your investment with NoldusCare*

Noldus offers a wide range of services, from our consulting services and training, to rentals and NoldusCare. Our consultants understand how to turn data into meaning. They can advise you on how to perform your research in the most efficient and effective way. You can also outsource your video coding work, or ask our experts to analyze already-collected data. You can easily rent equipment and software, or schedule a training course for



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your group. With NoldusCare you receive all software upgrades, technical support, and warranties on Noldus hardware. This service gives you peace of mind, guaranteed project quality and continuity, and protects your investment for the long-term.

# Noldus Information Technology

- *Leading in behavioral observation and analysis systems*
- *User centered design*
- *30 years of product innovation*
- *Worldwide service, support, and expert advice*

Noldus Information Technology has offices in nine different countries and is represented by ten distributors worldwide. With this global team, Noldus develops innovative solutions for behavioral research. These can vary from industry standard software packages and lab equipment to fully integrated usability labs including on-site installation, training, and support. With 30 years of experience, we translate your questions



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into practical and proven solutions. Our consultants have advanced degrees in behavioral sciences, which provides a unique ability to uncover behavioral patterns and turn them into actionable results.