

# Faces speak. FaceReader listens.

From subtle reactions to  
true understanding of behavior



Identify facial emotions

Track the eye gaze

Pick up body signals

Detect emotions from speech



# The story behind the face

What if your research could read between the lines automatically? Imagine collecting reliable behavioral data with nothing more than a piece of software and a webcam. Or make videos with a mobile phone and import them to be analyzed.



## NO SENSORS, NO WIRES, NO HASSLE

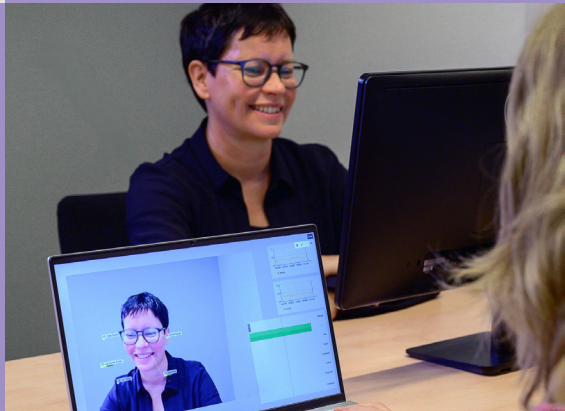
All measurements are completely non-invasive and run in the background, allowing participants to behave naturally.

No sensors, no wires - just authentic responses captured through a simple webcam.

## INSTANT RESULTS, ZERO PREP

Start measuring right away - no calibration or setup with complicated cameras or lighting is required. Simply open the software, use your webcam, and begin capturing data within seconds.

This means less time configuring and more time collecting the insights you need.



## PROVEN ACCURATE, VALIDATED IN RESEARCH

Built on peer-reviewed research and trusted worldwide, FaceReader™ has been scientifically validated for accuracy and reliability.

It is used at leading universities and research institutes, ensuring your data meets the highest standards.



# More than just facial expressions

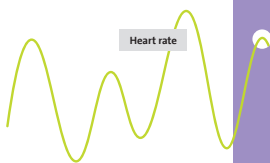
Start with powerful emotion analysis and grow your project into a full behavioral study. Customize your research by adding:



## FACIAL ACTION UNITS (FACS)

### Reveal hidden emotional nuances

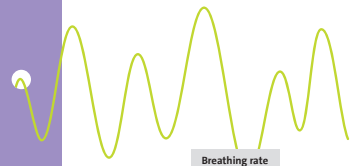
Understand the subtle mechanisms underneath facial expressions by measuring the activity of individual facial muscles.



## BIOMETRIC SIGNALS

### Track heart and breath rate completely contact free

Measure stress, excitement, or focus with just a webcam.



## MULTIPLE SUBJECTS

### Study multiple people at once

Speed up research while capturing richer, more natural group responses and shared emotional dynamics.



## EYE TRACKING

### Follow every glance and focus point

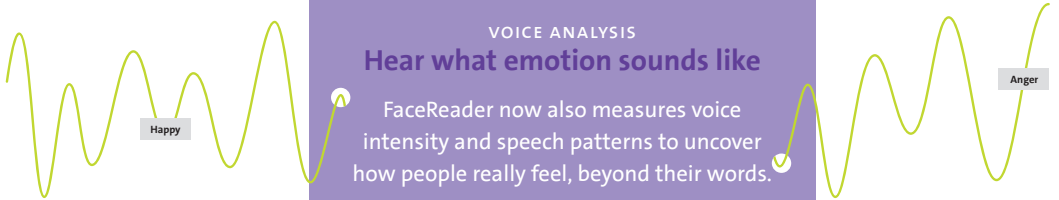
Use eye tracking with visual outputs like heatmaps and gaze plots. No bulky hardware required.



## VOICE ANALYSIS

### Hear what emotion sounds like

FaceReader now also measures voice intensity and speech patterns to uncover how people really feel, beyond their words.



## CONSUMPTION BEHAVIOR

### Catch every bite, sip, and subtle reaction

Spot micro-actions (sipping, chewing, etc.) to capture honest, unconscious responses.



## Combine facial expressions, voice, eye gaze, and physiology in one view

See how people feel, sound, and react all at once. This gives you a more complete picture of behavior, without switching tools or losing context.





# An ideal starting point

FaceReader is plug and play software designed for researchers, students, and market testers. Because of its multimodal purpose, it is the perfect starting point for:



## UX & USABILITY

See how people interact with products or interfaces by detecting frustration, delight, or hesitation without needing words.

## GROUP & SOCIAL DYNAMICS

Observe shared reactions and emotional patterns in multi-person settings to understand how people influence each other.

## CONSUMER INSIGHTS


Capture genuine emotional reactions to ads, packaging, and brand experiences for deeper, more reliable insights.

## STUDENT PROJECTS

Give students hands-on experience and enrich coursework with real behavioral data.

## PSYCHOLOGY & BEHAVIORAL SCIENCES

Study emotions, non-verbal cues, and social behavior with scientifically validated accuracy.



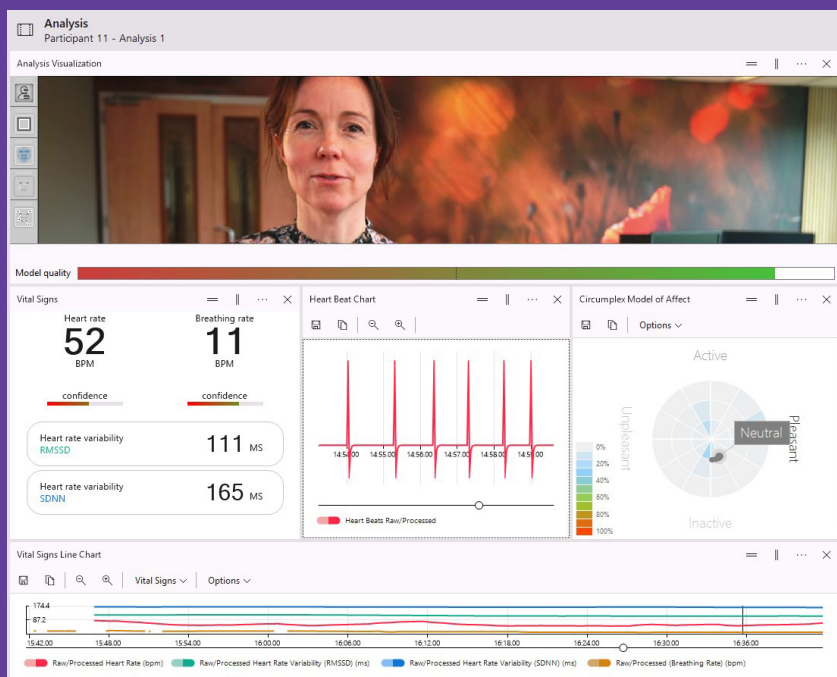
# Understand human behavior quickly & clearly

FaceReader gives you a complete, contact-free view of how people feel and react. From emotions to physiology to eye movement, without interrupting their natural behavior. But how can a webcam pick up something like heart rate?

## THE SMART TECH YOU DON'T NOTICE

Here's what happens: when your heart beats, it changes the amount of blood in your face ever so slightly. Those tiny changes also affect the color of your skin. The changes are so small, you'd never notice them yourself. But a webcam can pick up those changes, frame by frame, and the software turns them into an accurate heart rate reading.

No wires, no chest straps. You just sit in front of the camera, and it quietly does the work in the background. It's completely contact-free, quick, and so subtle that you won't even notice it's happening.



# Get started fast, expand when it matters

FaceReader gives you everything you need to begin your research right away. But when your questions get more complex, or study demands more detail, you can easily expand your setup.

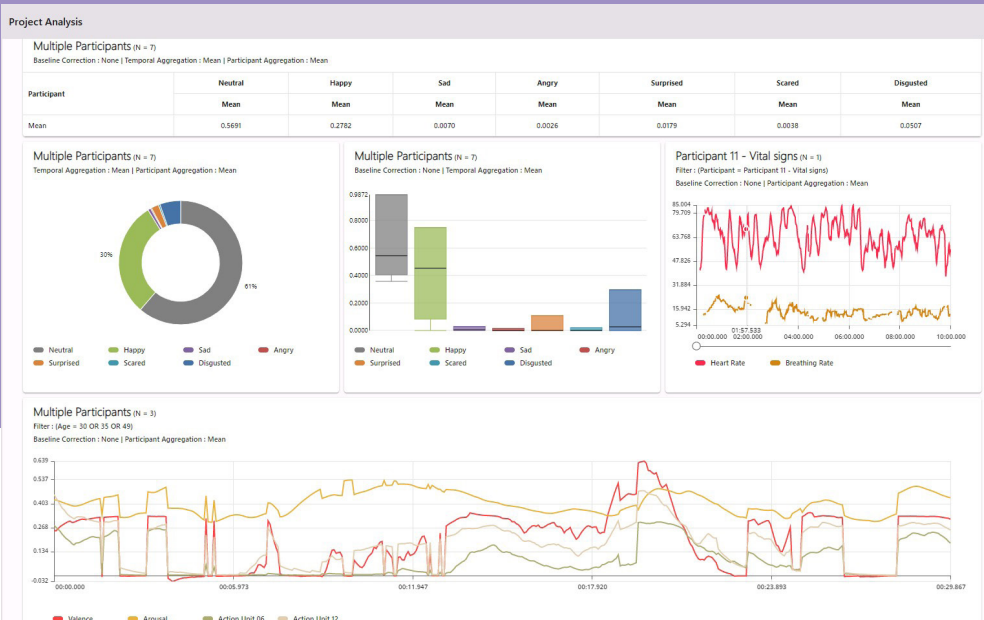
**THE ANALYSIS FUNCTION BRINGS STRUCTURE AND CLARITY**  
to whatever you need to analyze:



## IN-DEPTH PROJECT ANALYSIS

Your smart study assistant allows you to:

- **Design and control your study**  
Present stimuli like images or videos directly and manage the testing process from one place.
- **Mark key events during a session**  
Tag moments such as “distraction” or “interaction” to see how emotions shift in context.
- **Compare individuals or groups**  
Analyze differences across demographics or conditions without manual sorting.
- **Get structured, clear reports**  
Automatically generate summaries of emotional responses over time or across stimuli.
- **Save time on repetitive analysis**  
Batch process multiple sessions and focus on interpreting insights rather than manual work.





# More ways to run your research

Start with powerful emotion analysis and grow your project into a full behavioral study. Whether you're testing infants or participants worldwide, FaceReader has you covered.



## WORKING WITH INFANTS?

Baby FaceReader is designed for testing young children between 6 and 24 months, perfect when verbal feedback isn't an option.

[CHECK IT OUT](#)



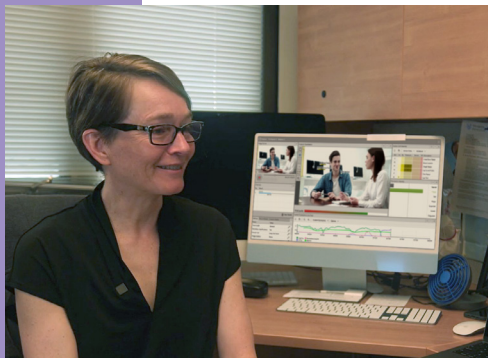
## NEXT STOP: WHEREVER THERE'S INTERNET

Connect to FaceReader Online and test participants anywhere around the globe. It is the ideal tool to get feedback from a large number of participants without inviting them to your facility.

[HOW IT WORKS](#)



# Useful links & resources



## USER STORY ON GROUP DYNAMICS

To gain additional insights into the interpersonal dynamics and emotional exchanges within the group, Dr. Heerey from Western University used FaceReader in her research.

[WATCH THE VIDEO](#)



## THE ETHICS OF FACIAL EXPRESSION RESEARCH

A clear policy on ethics guides all our facial expression research. Learn why this matters for anyone using emotion analysis responsibly.

[LEARN MORE](#)



## THE METHODOLOGY OF FACEREADER

Learn how FaceReader classifies facial expressions, what types of data you can collect for your research, and how its accuracy is scientifically validated.

[GET YOUR COPY](#)



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## Get started with FaceReader

Everything you need to begin your research is included, no extra setup required. Simple, fast, and ready to use.

- ✔ A single tool for expressions, vital signs, and gaze tracking
- ✔ Plug & play with just a webcam
- ✔ Contact-free measurements
- ✔ From quick studies to advanced research
- ✔ Scientifically validated accuracy

**DISCOVER NOW**

**GET IN CONTACT**

