



NoldusHub

Imagine having just one system to control, calibrate, monitor, and explore all your behavioral data streams at once. With NoldusHub, our comprehensive multimodal software system, you can start recordings and visualize results from multiple participants seamlessly.

NoldusHub is the professional turn-key solution for human behavior studies, designed to save time and easily achieve high-quality measurements for decision-making insights. Whether you're an experienced behavioral researcher or a beginner: NoldusHub is for everyone.

BENEFITS OF USING NOLDUSHUB

- Simplifies data integration and synchronization
- Eliminates program switching
- Stress-free recording
- Real-time insights in data quality
- Suitable for researchers at all levels

CHALLENGES OF MULTIMODAL RESEARCH

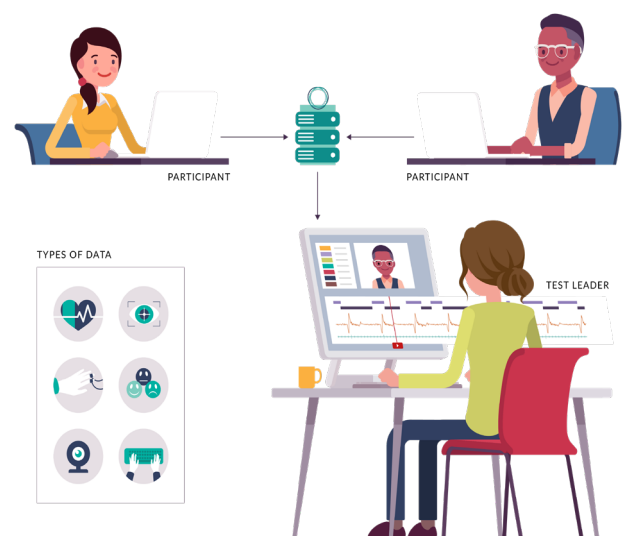
Integrating data from diverse sources can be daunting, especially with equipment from different manufacturers that require specialized skills for valid data acquisition. Ensuring all multimodal data are synchronized adds another layer of complexity. These challenges often lead to delays and frustration when things go wrong. NoldusHub is designed to simplify these research challenges by streamlining the technical aspects, allowing you to focus on what truly matters: conducting research and obtaining results.

FAILPROOF THANKS TO THE SYSTEM HEARTBEAT

When recording multiple data streams at once, you need all of them in perfect sync. But how do you know they are? Thanks to the system heartbeat of NoldusHub you can monitor all incoming signals in real-time. If anything is amiss, you will receive a notification during the session. No surprises afterwards, but an immediate warning if an issue arises.

MULTIMODAL RESEARCH MADE EASY

From connecting and synchronizing devices to setting up your project, recording, visualizing sessions, and exploring data, NoldusHub keeps everything under meticulous control. All aspects of NoldusHub can be controlled by one or more test leaders, from any location in the network. The application is accessible through a web browser, allowing multiple project members to collaborate easily. Its scalable modern interface further enhances usability. The entire process is organized and streamlined into one cohesive system, saving you time and effort from start to end.



NoldusHub is the new multimodal research system by Noldus, designed to advance human behavior research, and help scientists to overcome any technical challenges along the way.

DATA COLLECTION WITH NOLDUSHUB

NoldusHub is at the core of your data collection, calculating derived measurements to support research into the internal drivers of human behavior.

NoldusHub processes raw data from a webcam, screen-based eye tracker, and physiology devices to derive various insights:

- Facial expressions
- Gaze and fixation regarding visual stimuli
- Cognitive load (pupil-response based)
- Autonomic nervous system stress activity
- Audio, video, and screen captures

With these insights, researchers can explore physiological variables like stress, excitement, cognitive load, and emotions, which reflect the cognitive and emotional states of participants.

EXPLORE YOUR DATA

Once all your data is gathered, you can explore and mark interesting events. NoldusHub's interface allows for customized visualization and replay of all signals, easily jumping to marked events or simply clicking on the timeline. Switching between sessions is seamless, making it easier for you to explore and visualize your data.



VALUABLE INSIGHTS AND TRANSPARENT DATA

NoldusHub creates valuable insights based on the experimental data, during both the recording and afterwards. We have integrated elements of FaceReader, for trustworthy facial expression recognition and analysis. NoldusHub provides data files for each recorded modality, including heartbeat, facial expressions, eye tracking, and skin conductance; even the manually added events come in a file. These rich datasets also feature cognitive load data, highlighting task challenges and allowing you to explore the underlying drivers of your participants' behavior.

SCALABLE FROM ONE-TO-MANY

NoldusHub uniquely enables parallel experiments with various participant stations, all controlled from a single screen. Collaborate with one or two test leaders and securely store data in a centralized location, accessible via a web browser. NoldusHub meets strict compliance requirements and supports remote access and collaboration, making it scalable for today's interconnected world.



INTERESTED IN NOLDUSHUB?

NoldusHub is under continuous development, based on market and user feedback. Are you curious to find out how NoldusHub works and if it's suitable for your research? Contact us for more information. We'll be happy to answer any questions, or give a demonstration of NoldusHub so you can see it in action.

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We are also represented by a worldwide network of distributors and regional offices. Visit our website for [contact information](#).

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