



Innovative solutions for psychology research

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

WWW.NOLDUS.COM

Noldus
Information Technology

NoldusHub

- *One platform for your multimodal research*
- *Real-time, synchronized integration of your data*
- *Powerful visualization for meaningful insights*
- *Privacy-sensitive participant data securely stored*

When we want to understand the motivations behind human behavior, it is crucial to combine insights from both behavioral and physiological responses. After all, people may tell you about what they are feeling, but this can be different from what their bodies and facial expressions reveal. The process of integrating and synchronizing these different types of data can be challenging, especially when using multiple stand-alone solutions for your data collection.

With NoldusHub, multimodal research is made easy. Set up your project and start recording with the click of a button. You no longer have to struggle with combining several datasets from different data acquisition tools. NoldusHub is at the heart of your research facility and will deliver you an all-in-one solution for your human behavior research. Enjoy seamless control, calibration, and monitoring of all your behavioral data streams. With NoldusHub, you need less time for technology, allowing you to focus on your research.



WWW.NOLDUS.COM/NOLDUSHUB



Fully integrated system

One system, one platform, one dataset. NoldusHub is fully integrated and offers meaningful results.



Quick and easy with live data view

Calibrate, record, and visualize every signal from each participant, all from a single location.



Take control of your data quality

Real-time feedback on each incoming signal at each stage, from setting up to recording.



Record multiple participants at the same time

Work with multiple participant stations to enhance your research efficiency and save valuable time.



Log in from anywhere

Manage every project from beginning to end, anytime and anywhere, for greater flexibility.



Excellent data safety

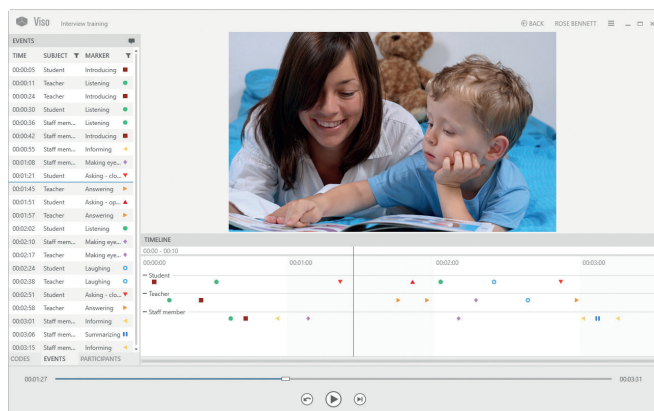
All privacy-sensitive participant data is securely stored in one location.

Viso

- Video recording, playback, and annotation
- Highly scalable AV solution for one or more rooms
- Play back and debrief directly after recording
- Scheduling and remote control of recordings

Viso® is the easy-to-use solution for creating video and audio recordings, helping you to assess child development, capture parent-child interactions, and examine interactions between two or more people. With Viso, you can record sessions in one room or choose to make independent recordings in multiple rooms at once. This allows you to schedule sessions in parallel, helping you to work more efficiently and save valuable time. Video processing is quick and easy: you can play back videos for debriefing immediately after recording, without needing additional time to load.

Viso provides the video material you need to gain insights into a multitude of behaviors, interactions, and communication processes. Both after and during recording of the video, you can place relevant behavioral markers at moments that are of interest, with the simple press of a button. Combining Viso with



WWW.NOLDUS.COM/VISO

The Observer XT allows you to analyze your data in more detail, providing you with a powerful and user-friendly recording and analysis solution. Moreover, Viso is also available as a compact, complete portable lab. Working with Viso will save you time and will help you improve your research.

CONTROL THE SYSTEM WITH EASE

Navigating through the program is quick and simple: you can get to know this AV tool in just 15 minutes. It is easy to understand how Viso works and the software's clean interface guides you to an efficient and simplified workflow, saving you lots of time. Moreover, you'll no longer have any trouble keeping things organized. With Viso, you can set up recordings in advance and automatically start or stop these recordings at a scheduled time.

DATA PROTECTION GUARANTEED

Data protection is about the fair and proper use of personal information. It is part of the fundamental right to privacy. When using Viso, you can be sure of a high level of security: data protection is completely covered. A user login is required, an audit trail is enabled by default, a data retention period can be set, and the different user roles determine the available rights and functionalities. Viso is also fully compliant with HIPAA and GDPR.

The Observer XT

- *Code behaviors live or from video*
- *Collect, integrate, analyze, and manage data*
- *Calculate descriptive statistics and assess reliability*
- *Easily select interesting data segments*

The Observer® XT is the most powerful software tool for behavioral observation and video analysis, used by more than 20,000 researchers worldwide. The software allows you to code relevant behaviors of your participants, any way you want. The Observer XT facilitates easy integration of eye tracking, physiological, and FaceReader data for extensive analysis. The tool allows you to analyze multiple videos and offers advanced data exploration.



WWW.NOLDUS.COM/OBSERVER-XT

Moreover, you can adapt this tool to your research needs by adding extra modules. Need to code on the go? Pocket Observer works on a range of handhelds and smartphones. For large or educational projects, you can share the work by using Coder Licenses.

Eye tracking & Physiology

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

Different data streams can provide you with information that will help you to further understand and explain behavior. You can acquire EEG, ECG, EMG, blood pressure, or skin conductance data and analyze this together with events, videos, and eye tracking. Eye trackers are available in multiple formats: remote, as glasses, or as stationary units, each with unique benefits. They can be integrated in a portable or stationary lab and provide insight



WWW.NOLDUS.COM/EYE-TRACKING

into participants' attention, workload, and responses to stimuli. The key to understanding these processes is precise integration. The Observer XT allows for synchronization, both before and after data collection.

FaceReader

- *Gain insight into emotional responses*
- *Expression analysis with 99% accuracy*
- *Create your own custom expressions*
- *Unobtrusive and objective observations*

FaceReader™ automatically analyzes facial expressions: happy, sad, scared, disgusted, surprised, angry, contempt, and neutral. Using the circumplex model of affect, you can describe the distribution of emotions in a 2D circular space, based on arousal and valence dimensions. You can also measure gaze direction and head orientation. Moreover, the Project Analysis Module allows you to select and visualize your data in more detail, as well as



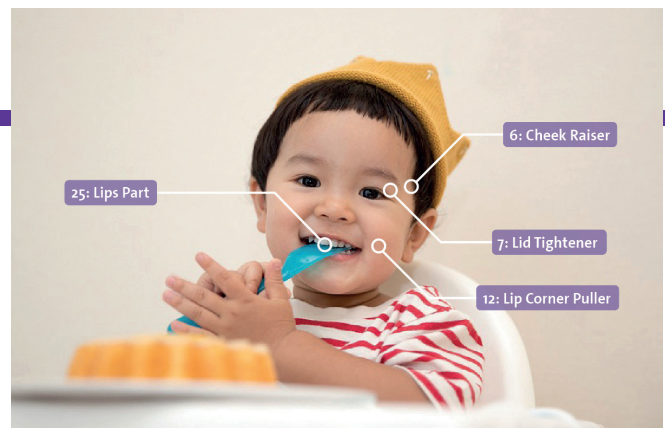
WWW.NOLDUS.COM/FACEREADER

compare responses between different participants or groups. Want to invite participants from all over the world? FaceReader Online is a cloud-based solution that is easy to use. Your analysis results are available the same day!

Baby FaceReader

- *Measure facial expressions in infants automatically*
- *Support your study in parent-child interactions*
- *Examine responses to visual and sensory stimuli*
- *Accurate modeling with the Baby FACS*

Baby FaceReader can automatically measure facial expressions in infants ranging in age from 6 to 24 months old. The software will help you to gain insights into the effects of sensory or visual stimuli and can measure the responses of infants during parent-child interactions. Measuring a positive or negative valence, a set of action units, and head orientation will provide you with important cues that allow you to understand an infant's



WWW.NOLDUS.COM/BABY-FACEREADER

behavior better. The software uses the Baby Facial Action Coding System (FACS) to describe specific movements of an infant's face. Baby FaceReader is available in combination with the standard FaceReader software.



WWW.NOLDUS.COM/PORTABLE-LAB

Portable Lab

- *Your research in any location*
- *On-site recordings*
- *Complete and compact*
- *Set up within minutes*

Some behaviors are difficult to study in a lab, like interactions at a family dinner or children playing in a classroom. In those cases, you achieve the best results with on-site observation. A Noldus portable lab is compact and fits into one light-weight carrying case. It contains all the equipment you need to make live behavioral recordings, in any context. Moreover, Noldus experts are happy to help you customize the lab to include any additional equipment. Once you have arrived at the observation site, you can start working quickly, as the lab is set up within minutes.



WWW.NOLDUS.COM/NOLDUSCARE

Services

- *Your partner in research*
- *30+ years of product innovation*
- *Worldwide service and support*
- *Benefit from NoldusCare*

Noldus Information Technology develops innovative solutions for behavioral research. These can vary from industry standard software packages and lab equipment to fully integrated observation labs, including on-site installation, training, and support. You can also outsource your video coding or analysis work. Our consultants have extensive experience in behavioral sciences and understand how to turn data into meaningful insights. Choose NoldusCare to receive all software upgrades, technical support, and warranties on Noldus hardware, protecting your investment for the long term.



WWW.NOLDUS.COM/SUPPORT

MyNoldus

- *Fastest way to reach support*
- *Easily download your software*
- *Easy access to all documents*
- *Manage your account online*

Along with your purchase, you'll receive a MyNoldus account. Within this environment, you'll find the latest versions of your software, installation instructions, upgrade notes, drivers and tools, documentation, sample projects, and training videos. You can also submit your own questions for support, update your personal account, and find the contact details of your account manager. Looking for a quick answer? Browse our overview of frequently asked questions. Moreover, you can benefit from in-depth articles in the Knowledge Base or expand your knowledge by checking the Noldus Academy.