IMOTIONS

Study Human Behavior Using Biometric Data

What is iMotions

iMotions is the world's premier provider of human insights software. Across its desktop, online, and mobile applications, iMotions allow users to collect and analyze human behavior data through eye tracking, GSR, facial expression analysis, EEG, EMG, and ECG on one convenient platform. This multi-modal software suite is the most comprehensive human insights tool currently available on the market. Through unrivaled scalability both in terms of software modalities and in participant reach through the different applications, iMotions is an invaluable companion for both commercial and academic research entities.

Seamless And Efficient Multisensor Research

Scale your study setup to fit your ambitions. With the wide range of seamlessly integrable software modalities and our extensive selection of hardware products from our global partners, no matter the scale you have in mind for your specific research question, it can be built, executed and analyzed with iMotions.

Used By Universities And Companies Across The World

iMotions is being leveraged all over the world by some of the biggest commercial entities and universities alike. They all rely on the multilateral data collection options, the powerful analysis functionalities and the possibility of creating ready-to-present visualizations.
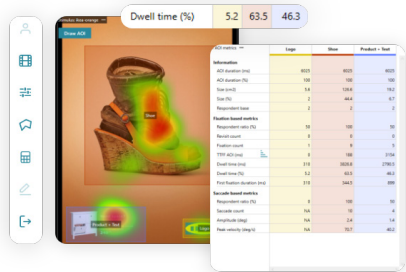
A Complete Human Behavior Research Software Suite

- Design studies with any combination of stimuli
- Intuitive "point and click" study designer
- Live visualization of data streams

- Work with automated and manual annotations and markers
- Aggregate data for easy analysis
- Create ready-to-publish visualizations of analyzed data

Conduct Research In The Lab, Online And 'In The Wild'

iMotions Lab

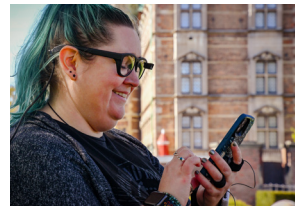### Full scale lab based human behaviour research solution

A desktop-based research software that integrates an ecosystem of virtually any biosensor technology to provide the most robust data and insights available

iMotions Online

Webcam based eye tracking and facial expression analysis through your browser

A cost effective solution and approach that may integrate fewer technologies and less data depth, but that can deploy research studies quickly and easily via a browser interface around the world

iMotions Mobile

Remote response testing using smart devices and wearables

An approach to 'capture life as it is lived', leveraging the increasing power and flexibility of smart devices and wearables. Your perfect companion for long-scope studies "in the wild".

Find Out More

Find out how you can leverage iMotions to power human insights in either academic or commercial spheres. On our website we have large collection of blog by our in-house experts, publications that has been made possible by iMotions and much more for you to get inspired for your own research.

imotions.com

Get All Our Brochures

Scan the QR code and get instant and full access to our comprehensive library of guides, brochures, research cases, and more.