IMOTIONS

MODULE

Eye Tracking - VR

Track attention in VR

VR Eye Tracking
## Track attention in virtual environments

The Eye Tracking - VR module enables users to connect, record, and live visualize eye tracking data in VR simulations. Researchers can explore attentional processes in any virtual environment, opening up a huge range of new research possibilities.

- ○ Single platform for integration and research with eye tracking in VR and other biosensors

- ○ Advanced analytic tools for understanding attention in any VR environment

- ○ Bring other biosensors into research with eye tracking in VR to gain a deeper understanding of participant responses
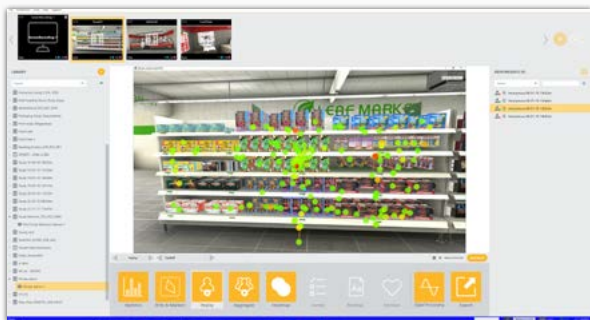
VR Eye Tracking Module Features
Assess reactions in any VR environment

Next generation research

Eye tracking in immersive VR is transforming how studies can be conducted, and it opens up entirely new research possibilities for professionals in fields such as psychology, shopper research, training, and performance assessment.


Advanced analysis

All of the eye tracking metrics that are available for eye tracking glasses are also available in the VR eye tracking module. This includes not only time to first fixation, heatmaps, time spent, and more, but also gaze mapping. Gaze mapping converts the spatially 3D responses to 2D replays and heatmaps that can be easily aggregated across participants and can provide quick insights.

iMotions provides integrations with a variety of biosensors

Integrate and synchronize 50+ different sensors from 20+ independent vendors, across 10+ modalities. Add even more sensors through the Lab Streaming Layer. Forward data in real time and import external sensor / software data and loop it back into the platform via the API.
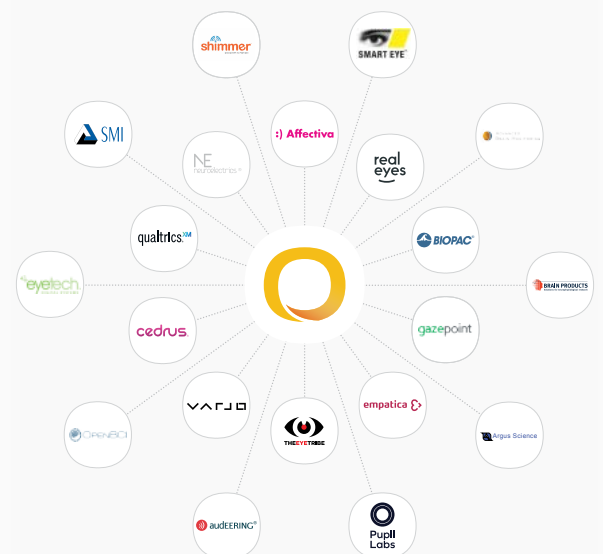
VR Eye Tracking

Next generation technology for advanced research

The VR eye tracking module allows the collection of eye tracking data through the Varjo headset - with built-in eye tracking. These headsets are built to high-end specifications, readily complementing other biosensors and data.

Specification	Details
Gaze data output frequency (binocular)	120 Hz
Estimated accuracy	0.5°
Calibration procedure	5 point
Trackable field of view	110° (Full HTC Vive field of view)
Slippage compensation	Yes
Pupil measurement	Yes, relative pupil size
Tracking technique	Binocular dark pupil tracking
Data output (for each eye)	• Timestamp (device and system) • Gaze origin • Gaze direction • Pupil position • Absolute pupil size
3D engine compatibility	Unity

Watch the video below to see how Dr. Alessandro Canossa from Northeastern University uses VR and iMotions in his research.

Want to know more?

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