

iMotions Products and Services



We Power Human Insight

iMotions delivers a complete suite of research software and hardware solutions that capture and analyze human behavior in real-time through biosignals and psychophysiological data. Our versatile portfolio supports a wide range of applications, including academic research, consumer insights, product R&D testing, training, simulations, and gaming.

Next to our software suite, we offer full-scale research services, onboarding training and technical support.

We got you – from start to finish.

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iMotions Software Overview



iMotions Lab

The all-in-one multimodal research platform for advanced human behavior research. Easily design studies, collect and synchronize data streams, and run in-depth analyses—all in one place. Fully compatible with all sensor modules and hardware, with options for customizing study design and remote data collection.



Affective Media Analytic

A quantitative turnkey solution that uses facial coding and calibrationless eye tracking to measure attention and engagement in media and video ad testing. Based on Affective technology, Media Analytics is powered by the world's largest image database of facial expressions.



iMotions Education

An immersive, cloud-based classroom teaching tool giving students hands-on experience with AI and biometric research techniques. Designed to support internships and student projects, preparing users for the future workforce.



iMotions Online

Unlock human insight to elevate your marketing campaigns. Our easy browser-based consumer research solution leverages webcam-based eye tracking, voice analysis, facial expression analysis, and webcam-based respiration to reach anyone, anywhere, at any time, from the comfort of their own home.

iMotions Services and Training Overview



iMotions Services

Turn guesswork into actionable insights. iMotions Services empowers clients—from leading supermarkets to top food, beverage, and household brands—to conduct advanced human behavior research using multimodal biosensors, all without the need for in-house labs or software licenses. Our services have supported international projects for some of the world's most recognized brands.



iMotions Training and Support

iMotions offers comprehensive training and support through three key avenues: a 5-day Academy certification covering data collection and analysis, custom workshops tailored to the unique needs of your team, and a Customer Support Program providing personalized onboarding, expert consulting, and year-round technical assistance—boasting a 99% satisfaction rate.

iMotions Technology Integration Overview



Affective Facial Coding SDK

Industry-leading solution for real-time facial expression analysis, enabling businesses, researchers, and developers to decode human emotions with precision. Leveraging deep learning models trained on thousands of diverse participants, Affective Facial Coding SDK provides highly accurate emotion detection, outperforming competitors in real-world conditions.



iMotions API Integration

A powerful developer interface built into iMotions Lab for real-time data exchange, dynamic experiment control, and seamless integration of custom hardware and software—enhancing every stage of the human behavior research workflow



Affective Facial Coding API

Self-testing cloud integration platform for facial expression analysis. Our API service is a cost-effective way of getting started with facial coding AI. Upload any video to receive frame-by-frame facial coding metrics in JSON or CSV format.



iMotions DMS Evaluation Tool

An integrated solution combining iMotions technologies for efficient testing of drive monitoring systems. Includes customizable scenarios, voice guidance, and automated validation for streamlined, regulation-aligned evaluations in both lab and real-world settings.

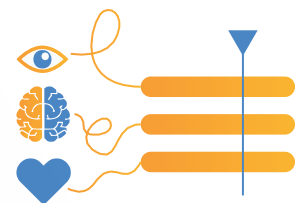


What Is iMotions Lab?

Powerful multimodal **human behavior research software** that integrates a central Core platform with a flexible range of sensor module integrations. It supports synchronized data collection, flexible study design, versatile stimuli presentation, and advanced analysis tools and visualization dashboards—all within a single software environment.

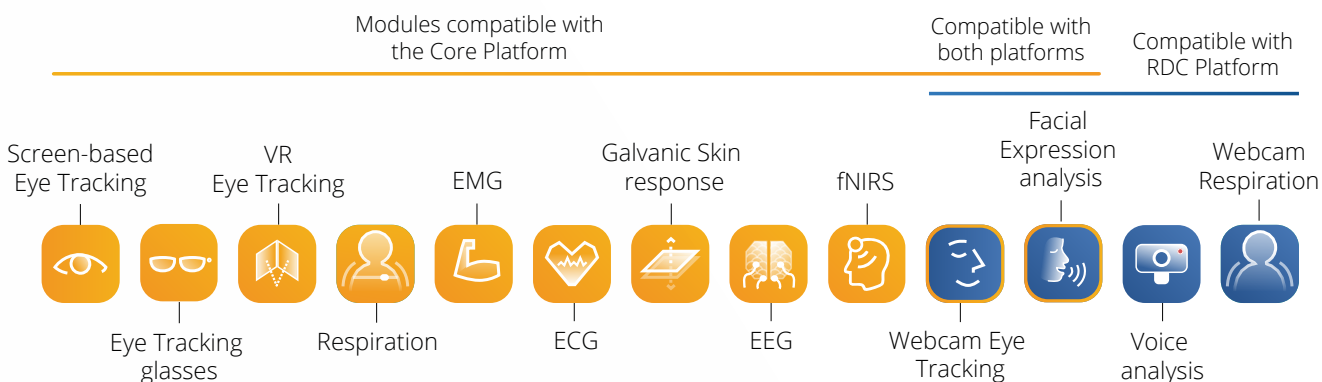
Key Capabilities:

- **Multimodal integration:** Seamlessly synchronizes data from 50+ hardware sensors across various metrics like: Visual attention, brain activity, heart rate, muscle activity, respiration, perspiration, facial expression, and voice analysis.
- **Stimuli flexibility** : Design experiments using stimulus rotations and block design, and test responses to images, video, VR, live web, games, mobile, or tablet apps.
- **Analysis tool:** Review, annotate, and slice data as needed. Process data with built-in, transparent R Notebooks to allow customizable data processing. Build graphs and summary scores in the visualization dashboard. Export raw data or extracted metrics in universal file formats for further analysis in Excel, SPSS, MatLab and more.
- **Survey tool:** Choose from a variety of questions types including Likert scales, image-based questions. You can also integrate survey tools you are already using, including Qualtrics.
- **Remote Data Collection (RDC):** Conduct online research using only the respondents' webcam and the PC microphone.



Module Overview

All setups require the central **Core** module; additional modules are optional.



Recent Enhancements

- **Voice Analysis (via audEERING):** detects emotional tone, prosody, speaker attributes



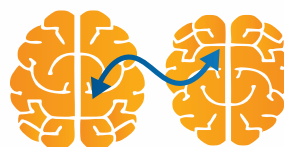
- **Speech-to-text (via AssemblyAI):** adds transcription, speaker detection, sentiment, summaries



- **Emotional heatmaps:** visualize emotional responses on areas of stimuli



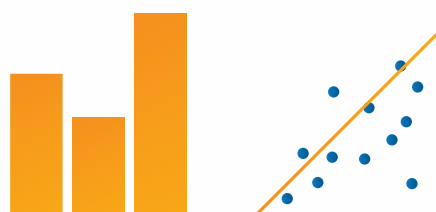
- **EEG intersubject correlation:** analyze neural synchrony across participants



- **Glasses & Webcam accuracy improvements,** including WebET 3.0's upgraded accuracy

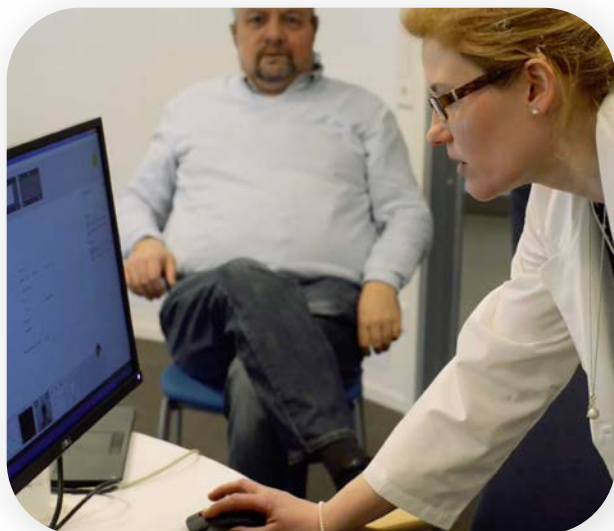


- **Dashboards for data visualizations**



Use Case Examples

- **Academic research:** Universities and Business Schools worldwide use iMotions for scientific research, PhD projects, student internships, and industry collaborations.
- **Product R&D and Design testing:** Test your product in all stages of the product cycle, from development and prototypes to product design and marketing.



- **Market & UX testing:** Measure emotional and attentional engagement from different audiences and users.
- **Remote or hybrid studies:** Take your research online with Remote Data Collection —participants use webcams and microphones.



Pricing, Set-up & Licensing

Academic License Model: One-time module payment, recurring mandatory CSP* subscription.

Commercial Subscription Model: Recurring Module Subscription, CSP subscription waived.

- **In-Lab, Remote/Webcam, Virtual, Mobile** study options.
- **Student licenses** are available, tied to an academic account
- **Pricing models** vary from turnkey labs to fully modular solutions tailored to client scope
- **Custom quotes** are provided based on required modules and hardware.

*CSP (Customer Support Program): Includes ongoing consulting, software updates, and year-round technical support





What is iMotions Education?

iMotions Education is a scalable and accessible classroom tool designed for immersive learning and instruction—from traditional classrooms to global consumer studies. It's all-in-one platform includes eye tracking, facial expression, and voice analysis, interactive surveys, and hands-on analytics, without specialized hardware.

Educators & Students: Ideal for university and high-school classrooms; designed to be intuitive enough for users new to biometrics. Upgrade your curriculum offerings for professional skills certifications, and micro credentials for workforce readiness

Key Features

- **Webcam Eye Tracking:** Accurate gaze tracking using standard webcams (WebET 3.0).
- **Facial Expression Analysis:** AI-based emotion detection with AFFDEX (7 basic emotions + sentiment & confusion).
- **Remote Deployment:** Run studies in-browser — no downloads or plugins needed.
- **Analytics & Visualizations:** Use advanced analysis tools directly online.
- **Flexible & Scalable:** Suitable for individual studies or full-course use.

Educational Value

- **Comes with a 55-page Teaching Guide** on neuromarketing, attention, emotion, and methodology.
- **Classroom-ready:** Get students up to speed in 45 minutes, and create projects that would otherwise take semesters worth of learning.





What is iMotions Online?

iMotions Online is a powerful, browser-based platform designed for online behavioral research on a global scale. Built for modern neuromarketing research needs, it brings the iMotions lab-grade tools to any location—allowing participants to take part from the comfort of their homes.

Core Capabilities

1. Webcam Eye Tracking (iMotions WebET 3.0)

Accurate tracking of gaze patterns and heatmaps using just a webcam—no infrared hardware needed.

Works across all major browsers, with an average 4.3° accuracy offset under ideal conditions.

4. Data Visualisation & Export

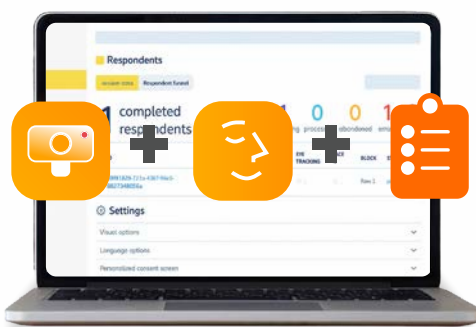
Real-time data tracking, heatmaps, and gaze paths.

Exportable data and visuals, easy to use for presentations and advanced analysis

2. Facial Expression Analysis (Affectiva)

AI-powered emotion detection – Identifies 7 core emotions plus sentimentality and confusion, ideal for advertising, gaming, and research.

Advanced AU detection – Tracks 20+ Facial Action Units (FACS) for deeper insight beyond basic emotions.



3. Study Builder & surveys

Drag-and-drop study design supporting images, videos, websites, and surveys

Advanced survey features include conditional logic and branding, with options for external survey integrations (e.g., Qualtrics, MTurk)

5. Online Data Collection

Deploy studies globally via cloud—participants provide webcam and microphone data remotely.

Besides eye tracking & facial expressions, includes modules for voice analysis and webcam-based respiration.

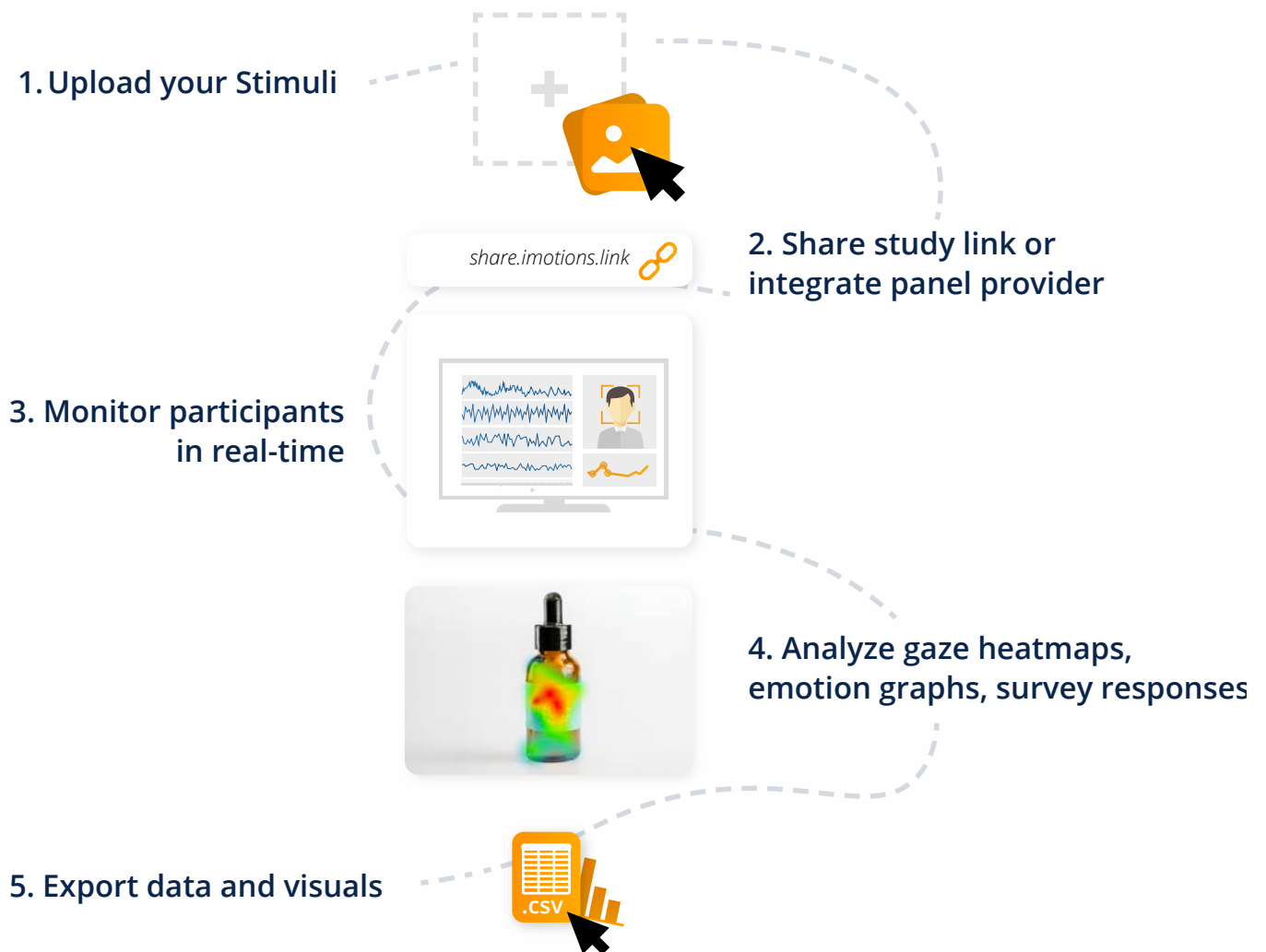
6. Compliance & Privacy

GDPR-compliant, with servers located in Germany for EU clients. Non-EU clients can opt for secure US-based data storage. The platform offers robust role-based access control and advanced admin tools for managing courses and data. Trusted by hundreds of organizations.

Benefit

- **No extra hardware:** works on any standard laptop/browser
- **Scalable & global:** run large studies anywhere, anytime .
- **Multimodal insights:** Eye, emotion, voice, respiration and survey data combined for richer analysis.

How it works (Simplified Workflow)



Use Case

Ideal for market researchers, marketers, UX specialists aiming to gather high-quality, emotion-rich behavioral data without geographic limitations.



What is Media Analytics?

Affectiva Media Analytics is a scalable media testing platform that measures emotional engagement and consumer responses to video content such as ads, TV shows, and films through AI-driven facial coding. Now part of iMotions, Media analytics delivers a globally validated, high-accuracy AI solution capable of analyzing emotions at scale and speed. The platform integrates seamlessly with surveys and analysis pipelines, making it ideal for ad evaluation and content testing.

Core Capabilities

1. Industry-Leading Facial Coding AI

- Based on the world's largest facial expression database: More than 17 million videos and more than 9 billion video frames tested.
- Detects 31 facial action units and 9 distinct emotions across ethnicities.

2. Device-Agnostic & Versatile

- Collect data across various platforms: Desktop PC, Laptop, Mobile, Tablet, and customized setups.

3. Seamless Integration

- Web-based dashboard plus self-serve APIs and SDKs
- Compatible with survey tools and implicit metrics for holistic analysis

4. Rich Analytics Suite

- Interactive visualisations including moment-to-moment aggregate of emotion scores, drill down based on segmentation and survey answers, summary scores by ad and within-ad scenes. Compare ad performance against category norms based on nearly 100,000 ads tested on this platform.



Use Cases

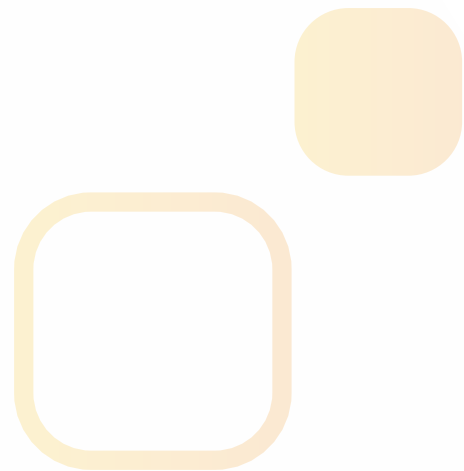
- **Ad Testing** – Evaluate the effectiveness of eliciting intended emotions for finished or draft ads

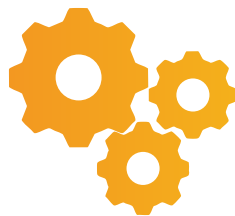


- **Entertainment Testing** – Analyze trailers or film footage to gauge viewer engagement and optimize content.



- **Developer Tools** – Integrate emotion detection via Affectiva's SDK or API into internal products or workflows





What is iMotions Services?

iMotions Services gives brands—from top supermarkets to global leaders in food, beverage, and household goods—the power to unlock deep insights into consumer behavior through multimodal biosensors, all without the cost or complexity of managing software licenses or labs

What We Test

- Consumer Research
- Sensory Research
- Claims Testing
- Fragrance Testing
- UX Testing
- EyeTracking Studies
- Media Testing (ads, video, etc.)

Services Levels



Full-Service Projects

Comprehensive end-to-end research:

- Tailored consultation & study design
- In-lab & remote data collection via multimodal biosensors
- Detailed analysis & reporting with action-driven insights
- Post-study support to integrate finding



Partial Service

Ideal for clients needing specific support:

- Expert guidance in study design and methodology
- Assistance with qualitative, quantitative, or mixed-method research
- Global-capability support for online and in-person setups



Specialized Analysis:

Focused data deep-dives:

- Extraction and interpretation of eye-tracking and facial expression metrics
- Modular analysis based on client needs

Key Applications

Sensory Research Lab:

Evaluate fragrance, flavor, texture across FMCG, cosmetics, and cleaning products. Capture real-time emotional and physiological responses to refine formulations and boost market appeal.



Consumer Insights & Market Research:

Integrate eye tracking, facial coding, EEG, voice, and surveys to measure attention, emotion, and decision-making throughout product lifecycles.



UX, Ad & Media Testing:

Conduct consumer behaviour studies in lab, online, VR, or mobile environments.



iMotions Training & Support

iMotions offers comprehensive training through

- **Academy:** A 5-day certification program covering data collection and analysis. Academies are hosted in our different locations around the world. Check our website [imotions.com/academy](https://www.imotions.com/academy) for more information.
- **Workshops:** Custom-designed sessions for specific group needs. In-person or online
- **Customer Support Program:** Dedicated Customer Success Manager, Help Center access, and SLA-guaranteed support. Includes ongoing consulting, software updates, and year-round technical support with a 99% satisfaction rate. The iMotions' Customer Support Program is included in all our software packages.



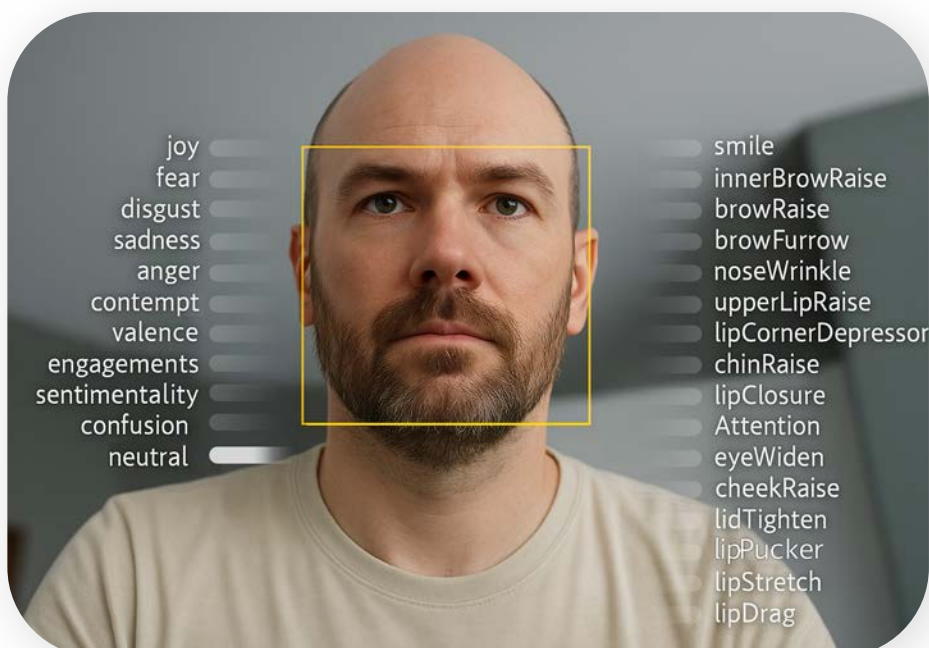


Technology Integrations

iMotions technology integration allows you to incorporate our SDKs into any project, leveraging pre-built biometric and AI capabilities to streamline development, testing, and seamless integration with your existing systems and services.

Facial Coding: Integrate the Affectiva SD

- **Deep learning face detector and tracker**
Locates a face or faces in an image or video stream.
- **Deep networks** analyze the face at a pixel level to classify facial expressions and emotions.
- **Wide ranging emotional response**
Includes 31 facial classifiers, 9 emotions, and validated metrics of engagement and valence (positivity).
- **Works with any optical sensor**
Compatible with standard webcams, near-infrared, and RGB cameras.
- **GDPR compliant**
Opt-in consent is required at all times, with the right to be deleted.
- **Interactive analysis dashboards**
Integrate survey responses and allow easy data export for presentations, plus a data API option.



Why Choose The Affectiva Facial Coding SDK Over Competitors?

- **Comprehensive facial expression analysis** – Recognizes 7 basic emotions plus two additional states: sentimentality and confusion, making it ideal for advertising, gaming, and market research.
- **Advanced Facial Action Unit (AU) Detection** – Tracks 20+ AUs based on the Facial Action Coding System (FACS), ensuring a detailed understanding of facial expressions beyond simple emotions.
- **Superior Accuracy in Real-World Conditions** – Trained on a large-scale, naturalistic dataset, Affectiva Facial Coding SDK outperforms state-of-the-art competitors in challenging conditions, including diverse demographics, lighting, and occlusions.
- **Real-Time Processing on Multiple Faces** – Optimized for high-speed, real-time analysis, supporting multi-face tracking for dynamic group interactions.
- **Seamless Integration Across Platforms** – Available for Windows and Linux, Affectiva Facial Coding SDK easily integrates into research, business intelligence, and AI applications.
- **Proven impact in Market Research & UX Testing** – Used by global brands and research teams to measure audience engagement, emotional responses, and attention levels, driving data-driven decisions. Mentioned in 7k+ academic research articles and white papers.
- **Runs locally**, no need for internet connectivity or specialized hardware.

Facial Coding API

The Affectiva Facial Coding API is a cloud-based service for analyzing emotions in video content without local installation. Powered by Affectiva, it offers frame-by-frame coding via a simple REST API: upload video files and receive emotional analytics in JSON or CSV format. Payment is usage-based—ideal for flexible, scalable research and commercial applications.



Key Features

- Powered by Affectiva's facial coding technology, trusted in 95k+ research projects.
- Detect a broad range of expressions and emotions for actionable insights.
- No setup required—upload videos and get results in JSON or CSV.
- A cost-effective way to begin with facial coding AI.
- Ideal for businesses of any size. Process multiple uploads quickly and accurately.
- Start analyzing instantly to gain faster insights and smarter decisions.

Competitive Edge

Compared to **Microsoft Azure Face API** and **Amazon Rekognition**, the Affectiva API provides **detailed facial action units (AUs)** rather than only highlevel emotional labels. It also offers built-in multi-face support and scientific validation through AFFDE

Applications

Ideal for developers, researchers, and ethical innovators across domains such as:



Marketing & Advertising:

Analyze emotional reactions to ads and content.



UX & Product Testing:

Understand user frustration, delight, and attention.



Media Analytics:

Measure audience sentiment and engagement at scale.



Healthcare & Psychology:

Monitor emotions during patient engagement or therapy.

Technical Specs:

- Cloud-based—no local software installs needed.
- Upload via REST API (HTTP + authentication).
- Process videos and obtain frame-level outputs.
- Flexible, developer-friendly formats: JSON or CSV.

When to Choose the API vs SDK

Choose the API if you:

1. Want quick, scalable emotion analysis in the cloud.
2. Prefer usage-based billing and zero local setup.
3. Need frame-level emotional data without embedding code locally.

Choose the SDK if you:

1. Require real-time, on-device facial coding.
2. Need to support multiple platforms (Windows, Linux).
3. Require broader AUs, valence, engagement metrics, and local processing.

iMotions Lab API — Unlock Full-System Integration

What is the iMotions API?

Unlock Full-System Integration with the iMotions API. The iMotions API is a powerful developer interface within iMotions Lab that enables real-time data exchange, dynamic experiment control, and seamless integration with custom hardware and software—enhancing the efficiency and depth of human behavior research workflow

Key Functionalities

- **Event Forwarding:** Stream live data from iMotions (e.g., eye-tracking samples, mouse clicks) to external applications over TCP or UDP. Enables dynamic stimuli adaptation or external processing in real-time.
- **Event Receiving:** Feed data from third-party sensors or simulation systems into iMotions. Incoming streams are treated like native biosensor input—synchronized, visualized, stored, and exportable.
- **Remote Control Commands:** Send direct control commands to iMotions (e.g., Next Slide, Cancel, Save, Load, Status) from external software for full experimental automation.



Benefits to Researchers & Developers

- **Support Custom Devices:** Plug in biosensors or devices not natively supported via Lab Streaming Layer (LSL), including simulators, automotive setups, VR environments, wearables, and more.
- **Create Closed-Loop Experiments:** Real-time integration enables studies where sensor data (e.g. gaze direction, facial expressions) trigger immediate experimental responses.
- **Flexible Architecture Interface:** Accepts input and sends output using network protocols (TCP or UDP); compatible across programming languages.

Technical Components

- **Communication Protocols:** Supports event streaming via UDP (datagrams) or TCP (persistent connection).
- **Trigger & Serialization System:** Data is serialized into text messages and can trigger external behavioral responses or visuals..
- **Remote Control API:** Exposes a set of operational commands for controlling iMotions externally for streamlined workflows
- **LSL & Device Support:** Integrates custom sensors/devices via Lab Streaming Layer (LSL)—with support for a wide range of devices.

Real-World Applications

- **Adaptive Stimulus Delivery:** Change displayed images or instructions based on where a participant looks or their physiological response in real time.
- **Custom Biometric Integrations:** Add new or proprietary devices into the iMotions ecosystem—even those built in-house—via the API or LSL.
- **Research Automation:** Automate experiment control, study loading, saving datasets, and remote commands from external apps or scripts.

Why Choose the iMotions API?

- **Real time Connectivity:** Enables reactive, dynamic experimentation.
- **Modular and Extensible:** Integrate custom sensors via LSL or your own applications.
- **Automated Workflow :** Remote control and data exchange streamline studies
- **Research-Ready:** Supports advanced multimodal behavioral research across domains including psychology, UX, neuromarketing and more

iMotions Driver Monitoring System (DMS) Evaluation Tool

The iMotions DMS Evaluation Tool delivers a complete, flexible, and regulation-ready testing environment for validating modern Driver Monitoring Systems. It combines automated scenario execution, voice-guided driver instructions, multi-sensor recording, and thorough validation workflows—making it a powerful solution for automotive safety testing and R&D.

Key Capabilities:

- **Compliance Testing:** Supports Euro NCAP protocols (Long Distraction, Short Multiple Distractions/VATS, Phone Use), as well as EU GSR standards for distraction (ADDW) and drowsiness/attention (DDAW), plus custom testing scenarios.
- **Automated Validation & Reporting:** After each test, the system automatically verifies if the driver performed the task correctly (e.g. correct gaze behavior, owl vs. lizard movements, proper timing), and generates a comprehensive report detailing scenario performance and correctness of the DMS response timing.
- **VoiceGuided Instructions:** Drivers receive real-time spoken directions throughout testing, eliminating the need for in-vehicle test operators. Supports multiple languages.
- **Interactive Timeline Review:** Analysts can review synchronized video, gaze tracking, scenario timing, and sensor data on a visual timeline.



Hardware Overview (Standard Setup)

- **Smart Eye Pro Eye-Tracking System:** 4 camera Remote Eye Tracking at 60 Hz for precise head and gaze capture.
- **RGB Cameras & Sensors:** Two front-facing cameras capturing driver and instrument cluster; plus microphone, IMU, GPS receiver, vehicle speed logger.
- **Driving Console Setup:** Includes a 15" touchscreen, keyboard with touchpad, external hard drive (~4 TB), a compact CarPC, and sunglasses (e.g. Ray-Ban) to ensure compliance with testing regulations.

Software Stack

- **iMotions Biometric Platform:** Orchestrates data synchronization, multi-sensor recording, and replay analysis.
- **DMS Evaluation Tool (OSM Reference Tool):** Scripts scenarios, sends voice prompts, and validates performance. Supports Windows Text-to-Speech in English and Chinese (more languages on request).



Why It Matters

- **Built to support automotive R&D and compliance efforts,** it enables precise, repeatable evaluation of DMS technologies in line with Euro NCAP and EU GSR standards.
- **Enables testing across multiple vehicles** (LHD/RHD) thanks to its portable rail-mounted setup that's easy to install and relocate.
- Based on research-grade multi-modal biometric data—including gaze, head motion, scenario timing, and sensor feedback—**this setup is ideal for validating detection of both distraction and fatigue with accuracy.**

iMotions Hardware Overview

We collaborate with over 20 leading sensor hardware companies to provide fully compatible devices. iMotions delivers a robust ecosystem of research-grade hardware, seamlessly integrated into the iMotions Lab multimodal platform. Our offering is supported by professional tech support, future-ready software updates, and expert hardware guidance tailored to your specific research need

Eye Tracking Glasses

Portable solutions for mobile studies



Pupil Labs Core

Pupil Labs Neon Series

Argus ETVision

Viewpointsystem VPS19



ScreenBased Eye Trackers

Desktop/tablet options featuring



Smart Eye AI-X

Smart Eye Aurora

GazePoint GP3 (& HD)

EyeTech Mini



Smart Eye Pro 60/120 Hz



VR Eye Tracking

Portable solutions for mobile studies

Varjo VR-3



Varjo XR-3



Varjo XR-4
(incl. Focal Ed.)



SteamVR Base
Station 2.0



GSR/EDA (Electrodermal Activity)

Shimmer3 GSR+kit



Biopac EDA/GSR 100C
and Bionomadix



Plux Electrodermal



Respiration

Biopac RSP100C



Biopac Bionomadix
2CH RSP Amplifier



Plux Inductive
Respiration Sensor



respiBAN BLE



EMG (Electromyography)

Shimmer3 EMG+kit



Biopac
EMG100



BIOPAC BioNomadix
2CH EMG Amplifier



Plux EMG Sensor



EEG (Electroencephalography)

Neuroelectrics
Enobio 8/20/32-channel



Advanced Brain
Monitoring B-Alert X10



Advanced Brain
Monitoring B-Alert X24



Brain Products
actiCHamp



ECG (Electrocardiography)

Biopac ECG100C



Shimmer ECG Kit



Polar H10



Polar Verity Sense



Data Acquisition Systems for Biometric Data

Shimmer3
Consensys Base15



Plux 8-Channel
System Kit



Biopac MP200



CEDRUS
StimTracker Duo



See the latest hardware
overview on our website:



Why Buy Hardware Through iMotions?

iMotions emphasize these added benefits compared to buying directly

- **Seamless Integration** – Hardware is pre-configured to work fully within the platform
- **Expert Support** – Hands-on guidance from setup to advanced troubleshooting
- **Unified Platform Compatibility** – Multi-modal sensor support, including via LSL for custom devices
- **Transparent Pricing** – Same cost as manufacturer, with integration and support included
- **Field-Tested Advice** – Unbiased, research-informed sensor recommendations
- **Future-Proof Infrastructure** – Continuous software updates to support emerging hardware.

System & Computer Requirements

For smooth operation of iMotions Lab software:

Desktop (Min/Rec):

- **RAM:** 16 GB (min), 32 GB+ (rec)
- **CPU:** Intel i7 Gen10 6core (min), i9 or better 10core+ (rec)
- **Storage:** 512 GB SSD (min), 1 TB (rec)
- **GPU:** Dedicated (4 GB VRAM min); RTX/Quadro 8 GB+ rec
- **Ports/OS:** Win 10/11, USBC/3, Ethernet for some devices
- **For VR/Automated AOI:** RTX 3050+; higher-end CPU/GPU/RAM

Accessories & Connectivity:

- Logitech C920 webcam recommended
- Bluetooth 4.0+, powered USB hubs, stable internet (Ethernet for certain systems)

Note: Apple computers and virtualization (e.g., Parallels) are not supported



Next Steps

What You Can Do

Request a demo from iMotions



Assess modules: decide which data types (e.g., eye tracking, EEG, voice) suit your studies

Plan for hardware: hardware sensors are not included in software pricing

Why It Helps

Explore platform fit for your specific research needs.

Ensures cost-effective, tailored setup without unnecessary extras.

iMotions Around the Globe



What Our Customers Say

“

The opportunity to combine various sensors is really useful because it allows us to do our studies a lot quicker, a lot more effectively and with high quality results.

Aoife McGuinness

HeyHuman

”

“

iMotions has enabled us to do research we couldn't even get close to do before.

Professor Roger Azevedo

University of Central Florida

”

“

I think you are doing an excellent job, your suite evolves very fast and make us to evolve with you in this interest journey.

Dave Bocker

SUNY Farmingdale

”

“

iMotions enables us to do more research in a more efficient manner and with a relatively small budget.

Dr. Robert Atkinson

Arizona State University

”

“

The interface is easy to use and quite intuitive even if you have not used it before. In general, I believe that the Automated AOI module enhances the process of making eye-tracking analysis, reducing time, and increasing effectiveness.

Aitor Toichoa Eyam

FAST-Lab, Tampere University,

”

Headquarters

Kristen Bernikows Gade 6, 4th floor
Copenhagen K, 1105

Denmark

VAT: DK 33504004
TEL +45 71 998 098
europe@imotions.com

Asia-Pacific

NO.1 Fortune Avenue,
Room 3105,
Yubei District, Chongqing

China

TEL +886 931684806
asia@imotions.com

North America

38 Chauncy Street
Floor 8, Suite 800
Boston, MA 02111

United States of America

TEL +1 617-520-4958
na@imotions.com

United Kingdom

53-64 Chancery Ln,
City of London,
London WC2A 1QS,
United Kingdom

Germany

Münzstraße 12,
10178 Berlin,

Germany

TEL +49 (0)1573-4962844
germany@imotions.com



