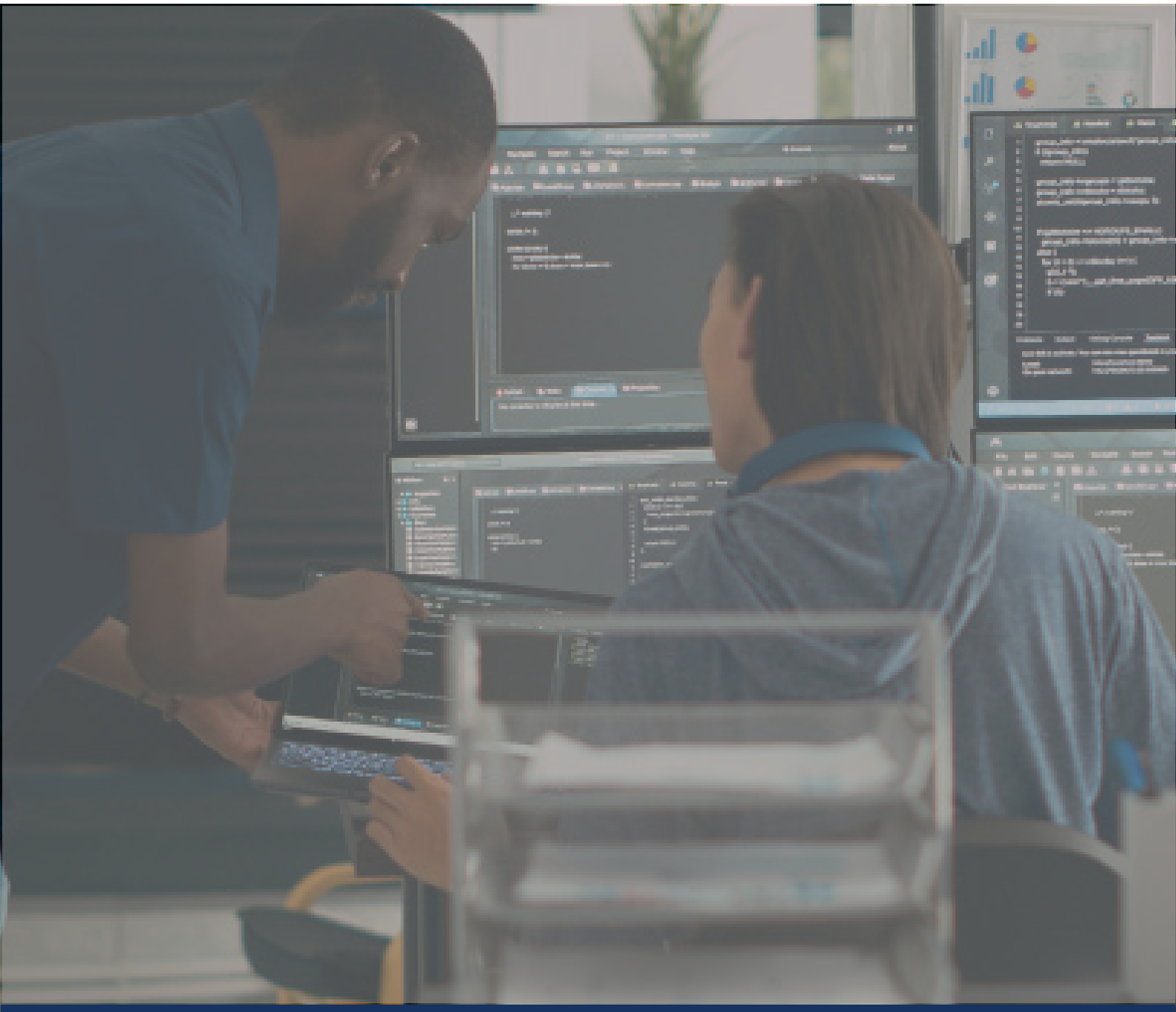
IMOTIONS®

# Software update

## Fall 2025



iMotions - Powering Human Insight

# What's inside?

# What's New with iMotions

This year at iMotions, we have focused on expanding capabilities so that more of your workflow can be done within iMotions. Advanced surveys allow users to more intuitively build powerful surveys within iMotions, allowing various customizations in appearance of the surveys, more complex logic functionalities, and options for better data labeling in exports.

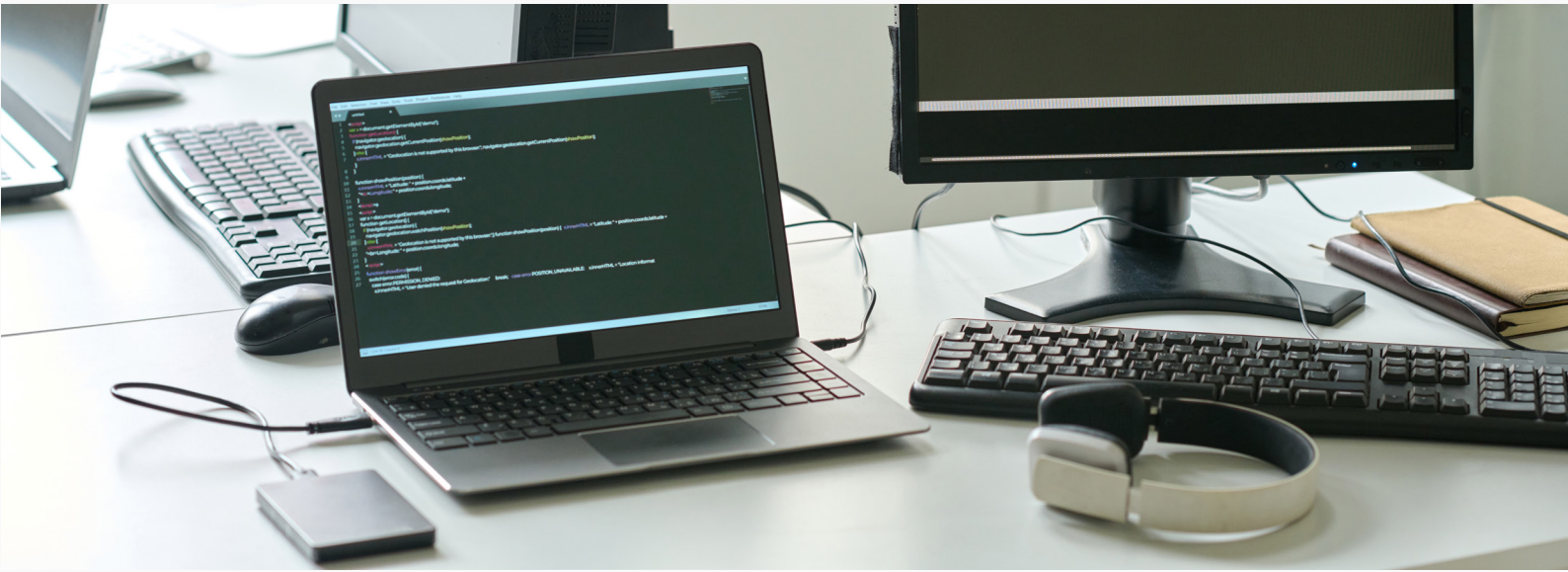
The new Data Visualization Dashboard allows you to build multimodal visualizations such as bar graphs, circumplexes, and scatterplots within iMotions. We have also introduced an option in Replay to have a continuous timeline across a study, so that you can see the data from all stimuli for individual participants. To complement this, the new Analysis Metrics panel facilitates side-by-side comparisons of summary metrics from the different stimuli.

This year, we've deepened our capabilities in quantifying emotional expressions. With our merger with Affectiva and ongoing partnership with AudEERing, we've expanded the range of emotional response metrics available, covering facial expressions and voice analysis.

Are there anomalies in your data? The new Accelerometry notebook and Audio Analysis signal visualize and quantify your participant's movements and how loud their environment is. Additionally, we've added metrics for missed peaks to the ECG R notebook, so you can better assess the quality of the data you've collected.

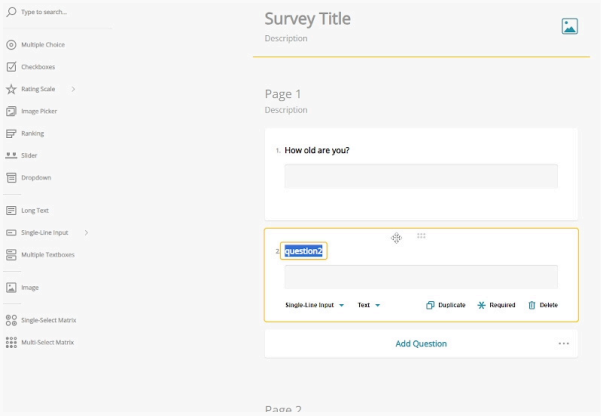
We remain committed to innovating and enhancing our features to better support your research. For a comprehensive overview of our latest updates, visit the Help Center. We're excited to hear your questions and innovative ideas. If you'd like to learn more about these new features or have suggestions for future updates, please feel free to reach out to your Customer Success Manager.

Thank you for partnering with us in shaping a more human-centered future.



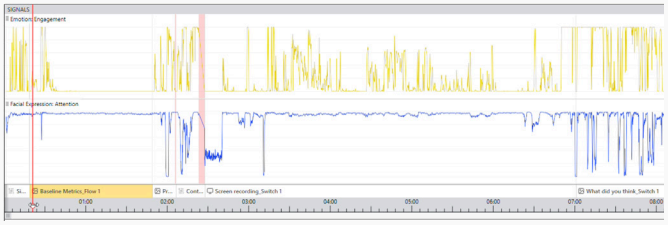
## Advanced Surveys

We introduced Advanced surveys. With an intuitive UI and customizable themes, you can add skip logic, question branching (display logic), validation logic (e.g., date responses require date format) and other features. AOIs are automatically generated for survey questions. Surveys can have images and videos in them, opening up a lot of possibilities for different ways to present stimuli to study participants. You can also customize the appearance of surveys or apply pre-built themes. Survey exports include stimulus name for differentiation between surveys in the same study, streamlining the survey data analysis.  Click here for more.




## Analysis Metrics Panel in Replay

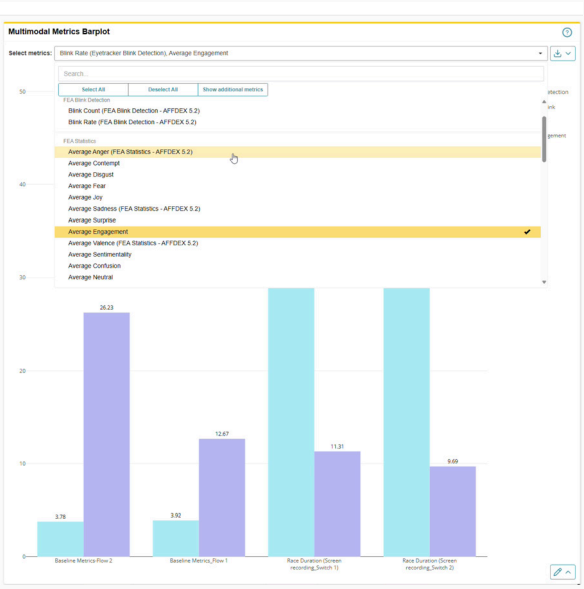
Now you can see your study as one long timeline, rather than stimulus by stimulus, allowing you to easily scroll through a single participant's entrie study experience. In the Analysis Metrics Panel, you can see summary statistics of a given respondent side-by-side. This means you can compare baseline to test conditions or give you a quick glance at A/B test results. You can pin the stimuli you are interested in comparing and select which metrics you want to explore.



## Data Visualization Dashboard

This analysis tool enhances your data visualization capabilities.  You can create multiple types of visualizations (bar, scatter, and circumplex plots) and customize their appearance. You can import other multimodal summary metrics or aggregated AOI metrics and select which specific intervals or AOIs you want to compare.

To learn more, check out the Help Center Article!




## Video Segment Detection

Work smarter! iMotions now offers an AI tool that automatically segments videos. It detects edits, cuts, changes in perspective and other cues to determine where a segment starts and ends. Not only will the tool create segments, but it can also generate descriptions of the segments. This is great for testing ads, movie trailers, social media content and other videos.

## Aggregated Multimodal Exports

You can combine data from all study participants and all notebook metrics into one export file. This data is in a "long" format, making it easy to use with filters, pivot tables, and other analysis tools.

## Audio Analysis

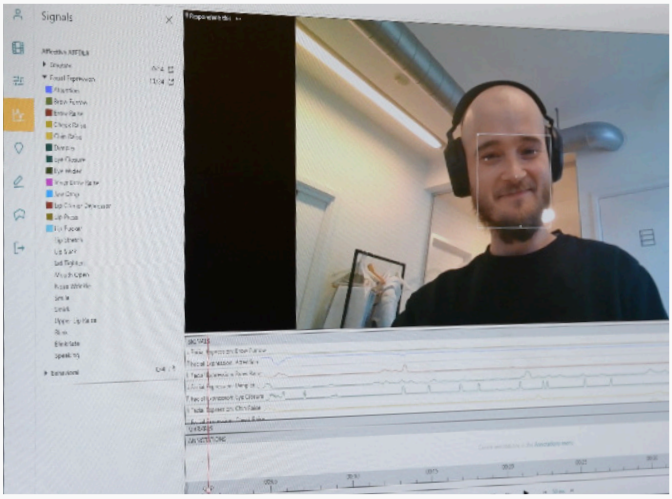
Audio Analysis generates loudness curves for different frequency bands, making it easy to differentiate between noisy and quiet moments in your studies. Could your study have been interrupted? Is you participant's reaction due to something in the environment rather than something in your study?

## R Notebooks

R Notebooks translate hardware signals into the metrics you use for your research. As technology advances and research evolves, we add metrics so that our Notebooks remain relevant for the numerous fields of research we support. This year, we added metrics for facial expression, voice analysis, and ECG.

### Facial Expression Analysis

New metrics for facial expression analysis have improved the potential of multimodal research for emotional expression. New metrics (including Speaking, Adaptive Engagement, and Adaptive Valence) allow researchers to track facial expressions while the respondent is speaking. Additionally, you can now track multiple faces simultaneously.




### Voice Analysis

As the technology for voice analysis advances, we offer new metrics with it. In voice analysis you can measure average Anger, Happiness, Neutrality, Sadness, Activation, Dominance, and Valence.

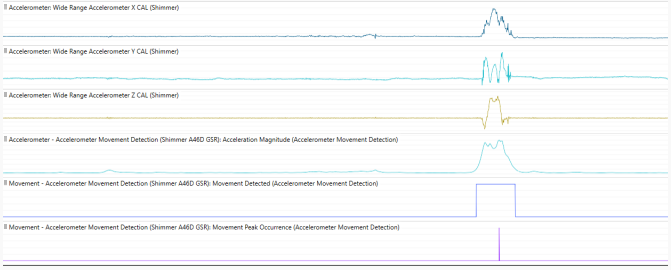
### ECG

In response to demand, we now offer photoplethysmography (PPG, only for Plux). PPG allows you to use light to measure changes in blood volume and vasculature. For more information about PPG, visit our blog.

For the ECG R notebook, we have added Missed Peaks Count metric gives you a better idea of the quality of your data.

### Accelerometry Notebook

This year we added the New Accelerometry Notebook for movement detection. The notebook supports Shimmer, Neon Eye Tracking glasses, and Pupil Invisible glasses. The 3-axial accelerometry signals are filtered and thresholded to detect when movement is occurring. This is great for understanding anomalies in your data or determining precisely when a movement occurred.



# Improved Integrations

Although iMotions is compatible with a wide range of hardware, we collaborate closely with our hardware partners to ensure our integrations evolve alongside their advancements and expanded capabilities.

This year we announced our partnership with Neurable and Artinis. iMotions now supports the Neurable EEG headset, which combines EEG with over-the-ear headphones. We also launched an FNIRs module as a result of our partnership with Artinis.


Neurable headset

Artinis fNIRS system

Here are some more examples of improved integrations from this year (for an extensive list, see the Release Notes on the website):

- Get drowsiness signals from Smart Eye Pro
- iMotions now supports Biosignalsplux respiBAN for Respiration metrics
- You can export raw eye videos and get occlusion signals from Smart Eye AI-X and Aurora
- You can get eye state data, blinks, fixations, and eyelid state from Neon eye trackers (Pupil Labs)

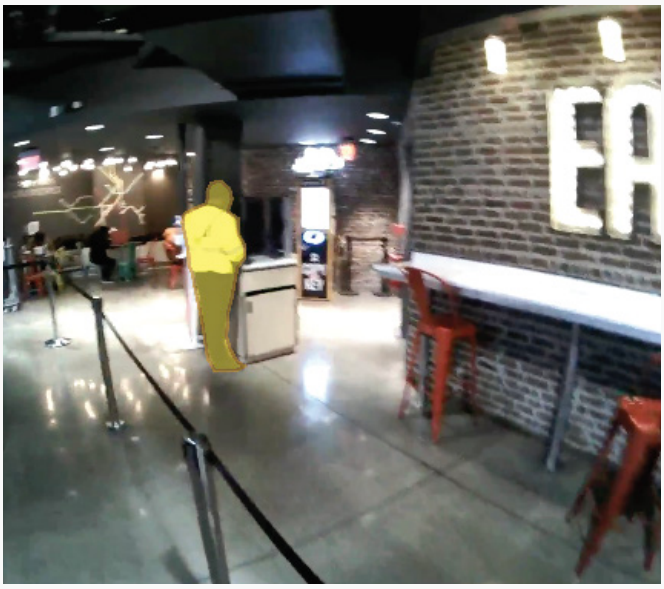
# Updates for Eye Tracking

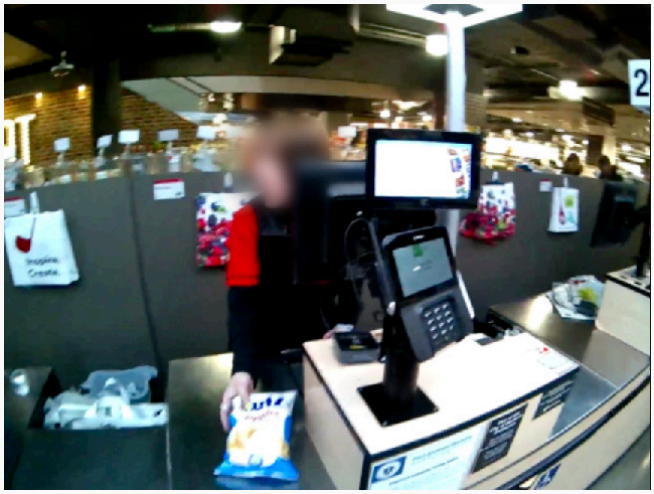
## Eye Tracking Glasses

Now we can blur faces in videos, allowing researchers to anonymize eye-tracking glasses scene recordings. We've also added automation for merging eye tracking glasses and iMotions glasses sync recordings

## Auto AOI updates

Last year, we added AutoAOIs to save researchers time and money on eye tracking analysis. Since then, the tool has evolved as more users have applied it to different use cases.





AutoAOIs are now more stable as objects move and expand and work well in rotated videos. AutoAOIs were initially released to make only rectangles around objects, but can now create ellipses and polygons.

AutoAOIs also work for static stimuli! One thing users appreciate with AutoAOIs is how it precisely detects the boundaries of an object with a few clicks. You can now use AutoAOIs on static stimuli to neatly and automatically outline an object in an image.

# Download the latest version of iMotions here

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