

SMI Integration with The Observer XT

Connect eye tracking to observational data



Maarten Kuvener, Partner Manager, Noldus Information Technology:



“The connection of SMI Remote Eye Tracking and Noldus behavioral software is of great help as it enables researchers to match the eye movement data with events in human interaction. Combining those modalities turns two great tools into an even more powerful integrated solution.”

- Study the interplay of gaze behavior and overt behavior
- Synchronize multiple data streams easily and accurately
- Connect SMI Eye Tracking with Noldus The Observer XT and FaceReader

Study the interplay of gaze behavior and overt behavior

Combining eye tracking data with behavioral data offers detailed insights into the correlation of gaze behavior and overt behavioral responses. The integration of SMI Eye Tracking with Noldus The Observer XT readily enables research which seeks to:

- Relate visual cues to sequences of behavioral responses in social interactions
- Study which elements of a website or interface trigger interest or confusion
- Reveal if advertising or a product package is causing emotional arousal

With Noldus tools for observational research connected to SMI remote and mobile eye tracking solutions you can manage and synchronize multiple data streams in one research setup including gaze, behavior, facial expressions and physiological data.

Synchronize easily and accurately

The integration combines SMI's iViewETG and Experiment Center recording software, SMI BeGaze analysis software and Noldus' behavioral analysis software The Observer XT. You may also integrate facial expression analysis data obtained with Noldus FaceReader or physiological data (blood pressure, heart rate...) recorded with external hardware.

All recording devices including SMI eye tracking hardware and software can be started / stopped directly from The Observer XT. This way, all data sets are synchronized automatically.

During the observation, you can follow eye movements and code behavior in real-time. After the recording, you can perform in-depth eye tracking analysis with SMI BeGaze and evaluate point of gaze, pupil size, fixations, velocity of eye movement/saccades and areas of interest. SMI's dedicated export template helps you integrate the eye tracking data and videos with your logged behavioral events in The Observer XT. You can then analyze and visualize all your collected data with one tool.

Connect SMI Eye Tracking with Noldus The Observer XT

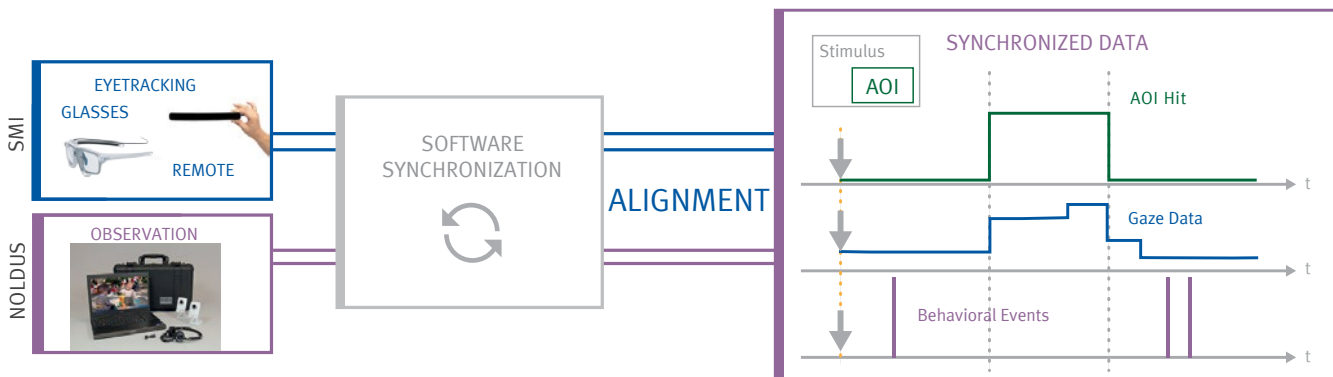
SMI's screen-based eye tracking devices include portable systems which run from a laptop, ideal for studies at schools and other real-life locations. Wearable SMI Eye Tracking Glasses come with a smart recorder which allows participants to move naturally while performing interactive tasks.

The Observer XT by Noldus is a multifunctional tool ideal for behavioral observation and data integration. It can handle video streams from multiple rooms, synchronize physiological data, and it supports advanced real-time and offline coding schemes for comprehensive behavioral analysis.

SMI Eye Tracking Connected

The SMI Eye Tracking Connected program helps you integrate eye tracking with leading partners solutions in fields ranging from multimodal cognition research to virtual reality.

Learn more: www.smivision.com/smieyetracking-connected



Technical specifications

Product	Specifications
Noldus behavioral observation and data integration solutions	<ul style="list-style-type: none"> • Noldus The Observer XT is an advanced behavioral coding and analysis software. It is compatible with facial expression analysis data obtained with Noldus FaceReader, external video streams recorded with Noldus Viso and Noldus Media Recorder and several external physiological data acquisition systems. More information at: www.noldus.com
SMI Eye Tracking solutions	<p>SMI's Eye Tracking devices include:</p> <ul style="list-style-type: none"> • Portable remote systems (REDn Scientific, REDn Professional, RED250mobile, ...) for research use in laboratories and at real-life locations • Stationary systems (RED500, Hi-Speed, ...) for dedicated laboratory setups • SMI Eye Tracking Glasses 2 Wireless with smart recorder for interactive scenarios <p>The integration is fully compatible with SMI Experiment Suite and iViewETG recording and BeGaze analysis software.</p>

Contact information

SensoMotoric Instruments GmbH
 Warthestr. 21
 14513 Teltow
 Germany
 Phone: +49 (0) 3328 - 3955 - 10
 Fax: +49 (0) 3328 - 3955 - 99
 E-mail: sales@smi.de

SensoMotoric Instruments Inc.
 236 Lewis Wharf
 Boston, MA 02110
 USA
 Phone: +1 - 617 - 557 - 0010
 Fax: +1 - 617 - 507 - 8319
 E-mail: sales@smivision.com



Scan QR code for case study videos!
www.youtube.com/smieyetracking

Subject to change without prior notice

© Copyright 2016 SensoMotoric Instruments GmbH • SMI_Connected_NoldusObserver • 10.10.2016

www.smivision.com/egts