

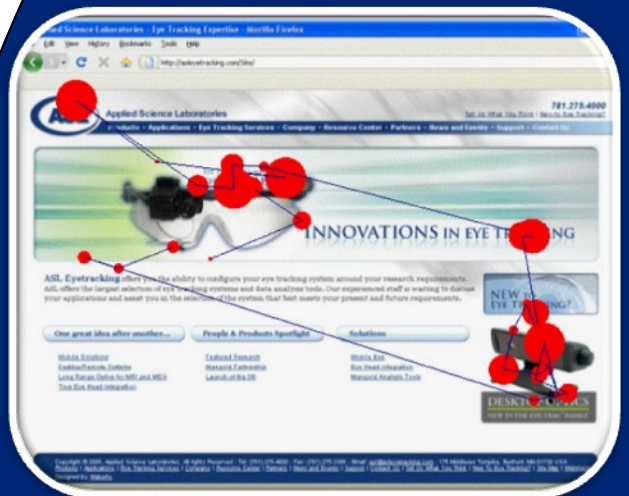


ASL Results for Eyetrac 6[®] Series Comprehensive Eye Tracking Analysis Software

Developed and designed for Applied Science Laboratories, ASL Results is an integrative software solution created to streamline your eye tracking results. Measuring consumer response, human behavior and physiology is now easier than ever.

ASL Results Allows the User to

- Effortlessly set up all elements of the study using ASL's compatible hardware and software.
- Define multiple AOIs simply and efficiently.
- Move AOIs effortlessly within a subjects image.
- View AOIs with dynamic heat maps, gaze trails and fixation plots.
- Operate ASL Results with minimal training due to its intuitive interface making it easy for virtually anyone to operate the software.
- Utilize software in a variety of research studies from market research studies to clinical studies due to its universal design.
- Change data queries instantly.
- Save data results allowing user to complete an unrelated task and return to where they left off.
- Gather data and statistics instantly generating graphs and tables based on the data collected.
- Easily edit, move and resize AOIs.
- Export gaze data, fixations, fixation sequences, dwells and pupil diameter analysis into a Excel or Text file.



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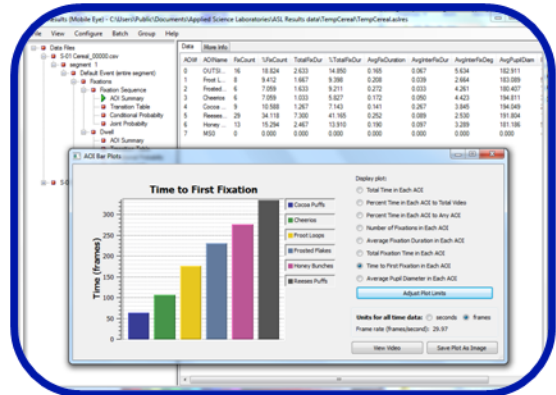
ASL Results for Eyetrac 6[®] Series

Comprehensive Eye Tracking Analysis Software

Advantages of ASL Results

Over the years ASL's eye tracking solutions have stood out from the competition due to their usability. Now with ASL Results the research process has become even more streamlined, making it the ideal software solution to collect the data needed to attain robust meaningful research results.

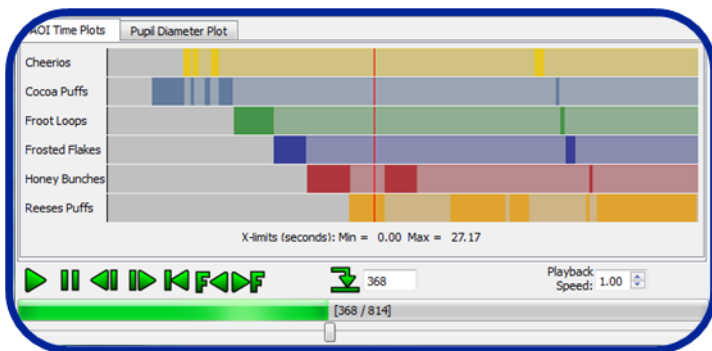
ASL's customer service team is standing by to assist you with training and ways to apply ASL Results for your specific study.



- Total amount of time in each AOI
- Percent of time in each AOI
- Number of fixations in each AOI
- Average fixation duration
- Total fixation time
- Time to first fixation
- Average pupil diameter in each AOI

The screenshot shows a detailed data table from the ASL Results software. The table has columns for Fixation ID, Start Time, Duration, Pupil Loss, Stop Time, InterfixDur, InterfixPupilLoss, InterfixDegree, HorizPos, VertPos, PupilDiam, and StartSample. The data is organized into rows, with a 'Data' tab selected.

Tables generated such as the Fixation Table, pictured above can be exported into Excel in order to organize and manipulate data collected.



AOI Time and Pupil Diameter Plots are displayed in a way that is incredibly easy to read and understand.