



## ASL Results for Mobile Eye Comprehensive Eye Tracking Analysis Software

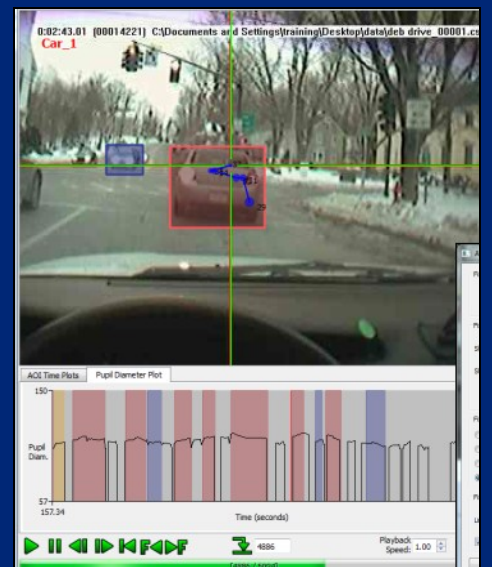
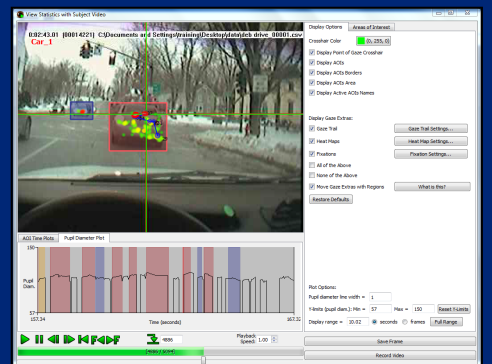
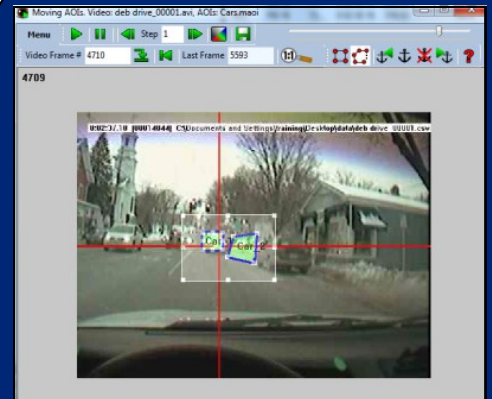
Developed and designed by Applied Science Laboratories, ASL Results is an integrative software solution created to streamline your eye tracking results. Measuring consumer response, human behavior and physiology is now easier than ever.

### ASL Results Allows the User to:

- Effortlessly set up all elements of the study using ASL's compatible hardware and software.
- Define multiple moving AOIs simply and efficiently.
- Group and move AOIs around in a cluster.
- Move AOIs effortlessly within a subjects video capture.
- View AOIs with dynamic heat maps, gaze trails and fixation plots.
- Operate ASL Results with little 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.

Applied Science Laboratories  
175 Middlesex Turnpike, Bedford MA 01730 USA

Tel.: (781) 275-4000 Fax: (781) 275-3388 [www.asleyetracking.com](http://www.asleyetracking.com) Email: [asl@asleyetracking.com](mailto:asl@asleyetracking.com)



### Statistics Video Allows User to View:

- Gaze Crosshair
- Gaze Trail
- Heat Maps
- Fixations
- Moving AOIs
- AOI Time Plots
- Pupil Diameter Plot



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## Comprehensive Eye Tracking Analysis Software

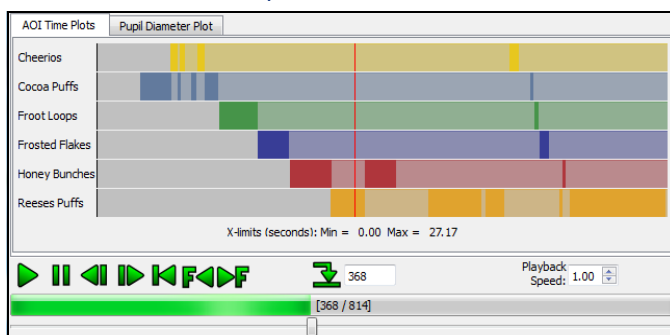
### Advantages of ASL Results

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.

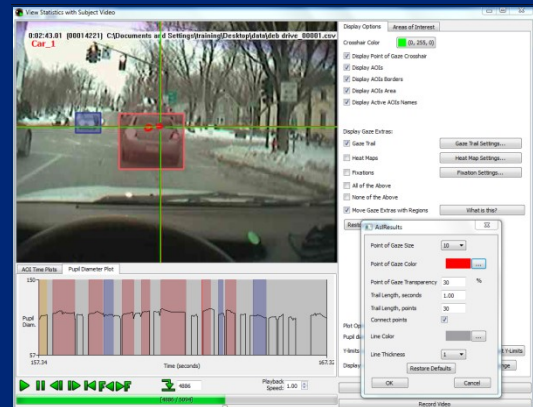
ASL's customer service team is standing by to assist you with training and ways to apply ASL Results for your specific study.

Fix#	Start Time	Duration	PupilLoss	StopTime	InterfixDur	InterfixPupilLoss	InterfixDegree	HorzPos	VertPos	PupilDiam	StartSample
1	150.020	0.100	0.000	150.120	0.000	0.000	12.242	359.212	219.6...	105.297	4502
2	150.190	0.170	0.000	150.360	0.070	0.000	10.760	253.887	197.6...	107.038	4512
3	150.520	0.270	0.000	150.790	0.160	0.067	1.007	243.825	197.1...	106.377	4525
4	150.960	0.370	0.000	151.330	0.170	0.133	3.841	281.998	201.4...	106.994	4538
5	151.360	0.300	0.000	151.660	0.030	0.000	4.059	241.620	196.4...	106.677	4552
6	151.830	0.200	0.000	152.030	0.170	0.100	4.190	283.503	196.3...	108.084	4560
7	152.090	0.340	0.000	152.430	0.060	0.000	1.171	272.269	192.0...	105.069	4574
8	152.560	0.430	0.000	152.990	0.100	0.000	23.139	45.493	146.0...	94.920	4590
9	153.090	0.170	0.000	153.260	0.100	0.067	25.266	295.450	182.9...	0.000	4600
10	153.430	0.160	0.000	153.590	0.170	0.100	2.070	286.188	201.4...	107.287	4606
11	153.630	0.330	0.000	153.960	0.040	0.000	0.893	286.430	210.3...	107.450	4617
12	154.000	0.100	0.000	154.100	0.040	0.000	5.567	341.771	216.3...	106.936	4621
13	154.130	0.300	0.000	154.430	0.030	0.000	4.691	295.004	212.7...	109.485	4631
14	154.460	0.240	0.000	154.700	0.030	0.000	6.751	361.753	222.8...	109.540	4640
15	154.760	0.240	0.000	155.000	0.060	0.000	7.176	291.585	207.8...	112.700	4652
16	155.160	0.270	0.000	155.430	0.160	0.100	7.531	216.334	204.7...	110.348	4661
17	155.460	0.240	0.000	155.700	0.030	0.000	9.169	307.995	202.5...	110.312	4673
18	155.860	0.170	0.000	156.030	0.160	0.067	3.594	297.969	237.1...	110.325	4683
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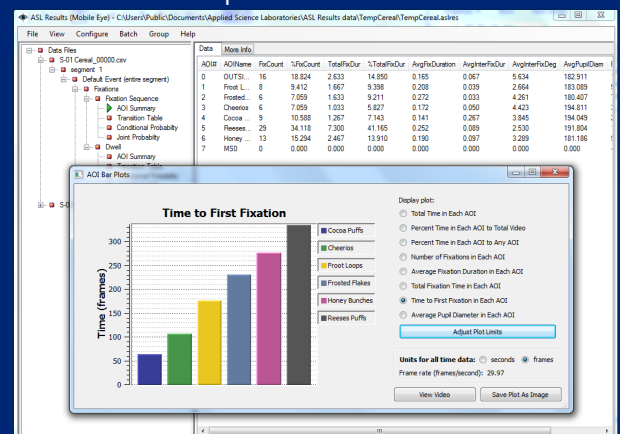
Tables generated such as the Fixation Table, pictured above can be exported into Excel in order to organize and manipulate data collected.



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



ASL Results streamlines the data collected during a study period and allows you to adjust settings and colors to your preference, as pictured above.



### Bar Plots Include

- 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
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- Average pupil diameter in each AOI

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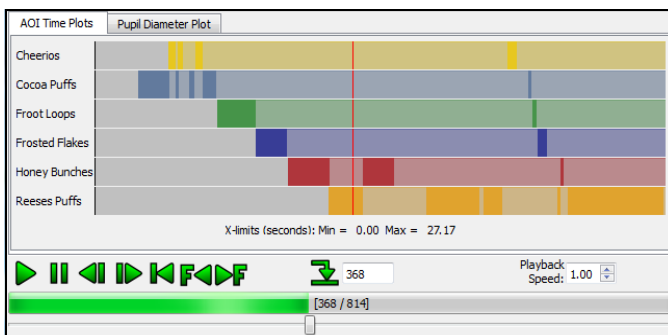
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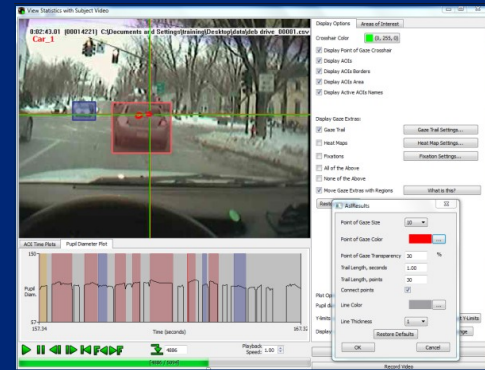
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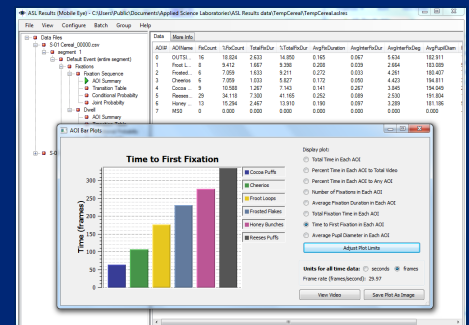
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