



gazeTRACKER

INSIGHT THROUGH  
eye movement

[eyetellect.com](http://eyetellect.com)



eyeTELLECT

INTELLECT AT THE SPEED OF SIGHT

fast. high powered. flexible.

GazeTracker™ : streamlining market, usability, and scientific research

## what is GazeTracker?™

It's industry leading eye-tracking analytical software leveraging 15 years of experience at the forefront of the technology. GazeTracker™ offers the very latest in image, web, user interface and video analysis, combining its unmatched analytical power with simple, easy-to-use platforms that let you focus on moving your business or research forward.

## web content analysis



Is your website doing its job? GazeTracker™ delivers the data you need to make informed web page design decisions. Scrolling makes your page data a literal moving target, and **our industry leading scroll compensation tool** ensures that you thoroughly and effortlessly capture every bit of it, allowing for seamless synchronization with your test subject's gaze and mouse data. GazeTracker™ also parses the HTML and learns the layout of your webpage, **automatically creating LookZones**, also called regions of interest, on images, hyperlinks and any other HTML elements that you choose. As you evaluate your design, GazeTracker™ continually collects and stores data for each page visited by the test subject, providing you with a comprehensive and accurate

array of information to make the most informed design decisions.

## still image analysis

Are you maximizing the power of your images? GazeTracker™ provides you with completely flexible still image analysis. **Select any number of images, in any format**, to present in your experiment. Use GazeTracker's™ Experiment Wizard to specify image sequencing, duration and transition method.



You can also record external audio throughout the experiment for playback and analysis. GazeTracker™ will store each test subject's data, including gaze position, fixations and pupil diameter for you to analyze at any time.

## software interface analysis

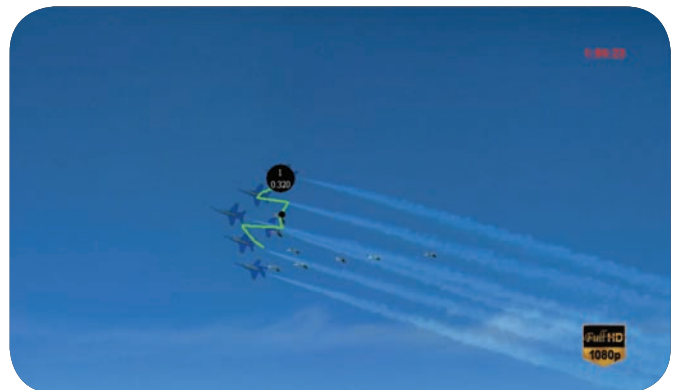
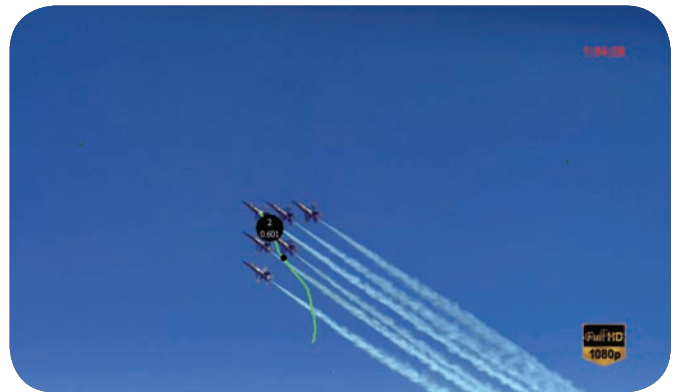
How user-friendly, intuitive and efficient is your software interface? GazeTracker's™ Application Analysis feature collects all the data you need to **gauge the performance of your Windows applications**. It records everything your test subjects do on the computer, allowing you to factor gaze, pupil, mouse, and keyboard data into your analysis with ease.

## video analysis

Do your videos catch someone's eye? With GazeTracker's™ Video Analysis tool, you will know how people react to your video content like never before. GazeTracker™ seamlessly synchronizes your video (including HD video) with the user's gaze information through **moving LookZones**. This unique feature makes your regions of interest always follow the parts of the video you are interested in studying, ensuring you receive accurate metrics describing your test subjects' response, behavior and preferences. **It's a powerful window into your products' branding, positioning, functionality and performance.**

## scenesync

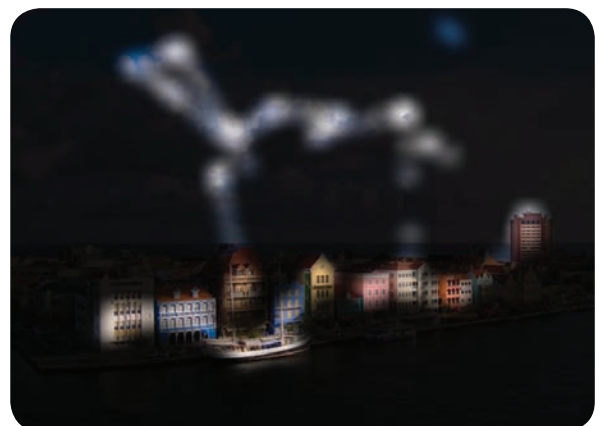
Synchronize all your collected data to outside video feeds using SceneSync. GazeTracker™ creates a video file and ensures that the timing of this file matches the time stamps of GazeTracker's™ other collected data, allowing **easy analysis with head-mounted eye trackers, simulators and televisions.**



## data analysis and visualization

When it comes to your analysis, the two most important things are getting it fast and getting it right. GazeTracker's™ state-of-the-art analysis and visualization tools help you do both, allowing you to quickly study your data in any analysis mode. All of GazeTracker's™ visualizations can be exported as image or video files, making it easy to add them to your reports.

- **heatmap and spotlight with peek:** allow you to quickly see what parts of your stimulus attract your test subjects' attention.
- **gazetrail:** provides a customized visual representation of all collected data with gaze, fixation, mouse and LookZone data overlaid on a stimulus.
- **3d contour:** shows a topographical map of the eye-tracking data, creating mountains and valleys directly on the stimulus based on where subjects looked.
- **3d bar:** raises bars directly on the stimulus where LookZones are located with the height of the bar representing the total time the LookZone was observed.
- **timeline:** shows how test subjects react to a stimulus, through pupil dilation and LookZone order metrics, in one easy to understand graph.
- **playback:** displays all captured gaze, mouse and keyboard data with a red "X" showing exactly where the subject was looking.
- **data export:** saves a variety of data and metrics, ranging from raw data to fixations, either directly into Excel™ or to a comma delimited file for easy import into the statistical software of your choice.
- **automated excel™ graphs:** appear directly in Excel™ with the push of a button.
- **built-in statistics:** provide 46 key measures of your experiment, including statistics pertaining to pupil diameter, fixation count and duration and LookZone data.
- **multiple subject analysis:** performs all of these analyses across many subjects at one time, greatly reducing the effort needed to analyze eye tracking data.



**“GazeTracker is our primary form of collecting eye-tracking data. It’s easy to extract the information we want. With GazeTracker, we can design and implement more sophisticated studies.”**

— YoonSun Choi, Research Specialist, Brandeis University

# GazeTracker™: 15 years of analysis experience and service

reliable software with dedicated service and support

## why GazeTracker™?

### extensive support for your stimuli

- live websites
- live software interfaces
- computer screen recordings
- scene camera synchronization
- videos
- images

### synchronized inputs

- gaze
- pupil size
- scrolling
- mouse clicks
- mouse position
- microphone
- key presses
- questionnaire

### dedicated technical support

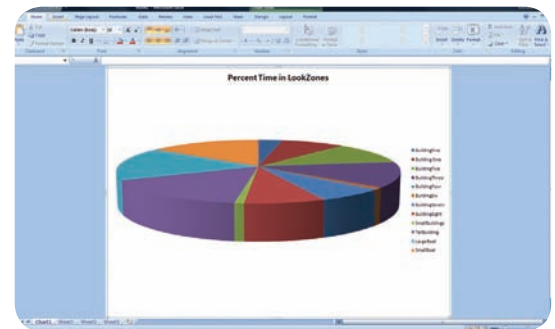
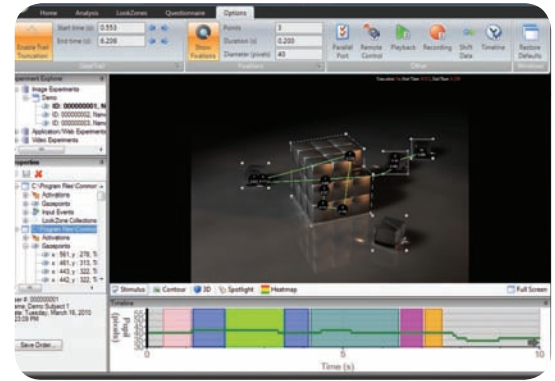
- analysis only software
- email support
- phone support
- remote desktop control and tutorials

### easy analysis

- heatmap with peek
- spotlight with peek
- moving LookZones
- timeline
- 3d contour
- 3d bar
- GazeTrails with fixations

### quick exports

- CSV
- excel
- test subject playback video
- analysis reports



## service contracts

Service contracts are available for your GazeTracker™ analysis software. Your service contract entitles you to unlimited free upgrades of future GazeTracker™ software releases as soon as they become available. This ensures that you will always have the leading edge tools and product enhancements right at your fingertips.

## GazeTracker™ users include:

- |                    |                          |                            |
|--------------------|--------------------------|----------------------------|
| Yahoo              | MIT                      | Texas Tech                 |
| Boeing             | NIH                      | Emory University           |
| U.S. Air Force     | West Point               | United Airlines            |
| IBM                | University of Maryland   | University of Pennsylvania |
| HP                 | East Carolina University | University of Illinois     |
| Honeywell          | Boston University        | UC Davis                   |
| U.S. Census Bureau | VCU                      | UC Berkley                 |

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**“Across all of the systems that I have used or considered for research involving eye tracking, GazeTracker is far and away the best. No other tool for making sense of the mountains of data that we collect in these studies compares to it in ease of use, flexibility, and reliability. As far as I am concerned, this is the gold standard.”**  
— Frederick Brigham, Associate Professor, George Mason University