

ASL Results for Mobile Eye

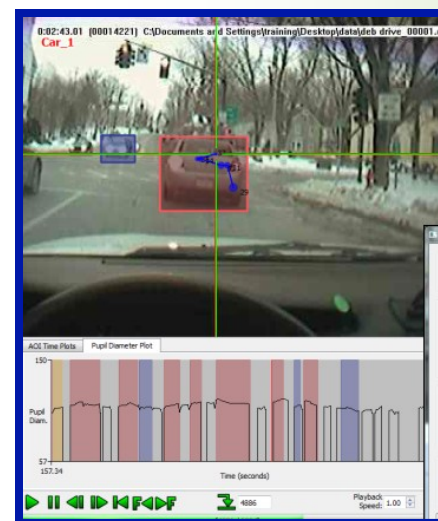
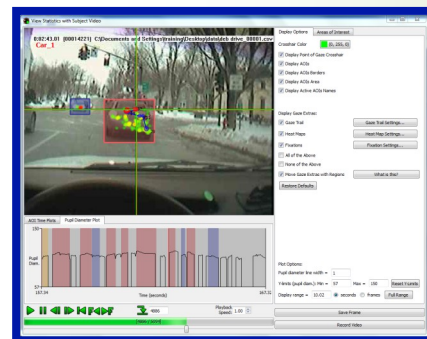
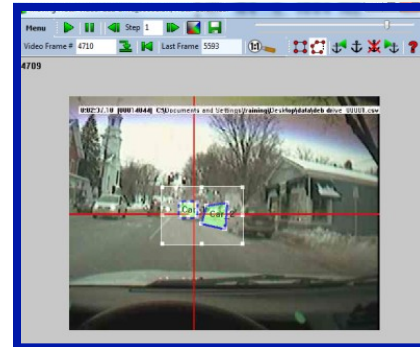
Comprehensive Eye Tracking Analysis Software

Overview

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 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 it's 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.



Statistics Video Allows User to View:

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

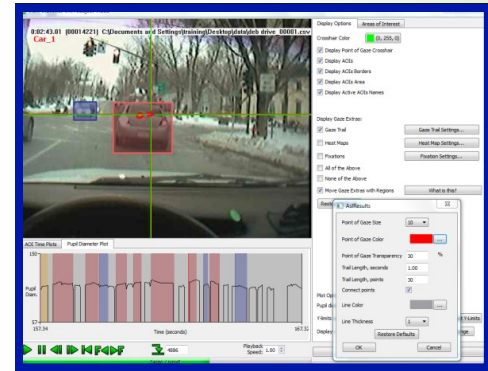
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Advantages of ASL Results

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.

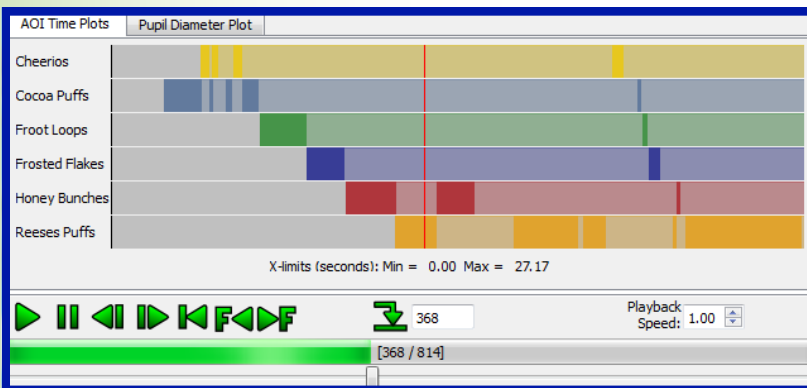
ASL's customer service team is standing by to assist you with training and ways to apply ASL Results for your specific study.



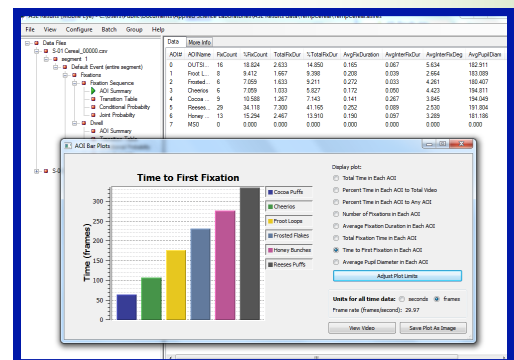
ASL Results streamlines the data collected during a study period and allows you to adjust settings and colors to your preference, as pictured above.

Fix#	StartTime	Duration	PupilLoss	StopTime	InterfixDur	InterfixPupilLoss	InterfixDegree	HorzPos	VertPos	PupilDiam	StartSample
1	150.020	0.100	0.000	150.120	0.000	0.000	0.000	240.923	188.0...	106.800	4497
2	150.190	0.170	0.000	150.360	0.070	0.000	12.242	359.212	219.6...	105.297	4502
3	150.520	0.270	0.000	150.790	0.160	0.067	10.760	253.887	197.6...	107.038	4512
4	150.960	0.370	0.000	151.330	0.170	0.133	1.007	243.825	197.1...	106.377	4525
5	151.360	0.300	0.000	151.660	0.030	0.000	3.841	281.998	201.4...	106.994	4538
6	151.830	0.200	0.000	152.030	0.170	0.100	4.069	241.620	196.4...	106.677	4552
7	152.090	0.340	0.000	152.430	0.060	0.000	4.190	283.503	195.3...	108.084	4560
8	152.560	0.430	0.000	152.990	0.130	0.000	1.171	272.259	192.0...	105.069	4574
9	153.090	0.170	0.000	153.260	0.100	0.067	23.139	45.493	146.0...	94.920	4590
10	153.430	0.160	0.000	153.590	0.170	0.100	25.266	295.450	182.9...	0.000	4600
11	153.630	0.330	0.000	153.960	0.040	0.000	2.070	286.188	201.4...	107.287	4606
12	154.000	0.100	0.000	154.100	0.040	0.000	0.893	286.430	210.3...	107.450	4617
13	154.130	0.300	0.000	154.430	0.030	0.000	5.567	341.771	216.3...	106.936	4621
14	154.460	0.240	0.000	154.700	0.030	0.000	4.691	295.004	212.7...	109.485	4631
15	154.760	0.240	0.000	155.000	0.060	0.000	6.751	361.753	222.8...	109.540	4640
16	155.160	0.270	0.000	155.430	0.160	0.100	7.176	291.585	207.8...	112.700	4652
17	155.460	0.240	0.000	155.700	0.030	0.000	7.531	216.334	204.7...	110.348	4661
18	155.860	0.170	0.000	156.030	0.160	0.067	9.169	307.995	202.5...	110.312	4673
19	156.200	0.230	0.000	156.430	0.170	0.100	3.594	297.969	237.1...	110.325	4683

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.



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
- Time to first fixation
- Average pupil diameter in each AOI

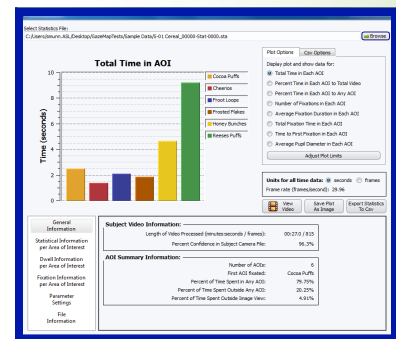
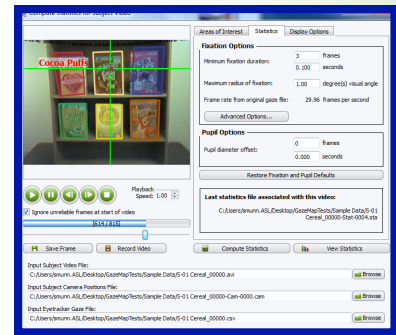
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With GazeMap Analysis Option

GazeMap

ASL, the authority on eye tracking, once again introduces a technology that will revolutionize the way researchers execute studies. The inherently easy to use GazeMap software enables researchers to significantly decrease the time it takes to collect eye tracking data by allowing the user to map multiple AOIs in an environment where the objects are stationary. Once the environment is mapped, it can be applied to any other participant of the study. Each subject can move freely around the environment while GazeMap seamlessly aggregates eye tracking data and builds meaningful easy to read charts, tables and graphs from the data collected.

Researchers will no longer be hindered by the time it takes to perform a study on multiple subjects. As a result they will be able to gather data on a much larger group increasing the amount of data recorded. This will enable them to spend more time analyzing and drawing meaningful results from the data collected.



Region: Cheerios		5-01 Cereal_00000-Stat-0000	5-02 Cereal_00000-Stat-0000	5-03 Cereal_OC
Subject File				
Number of Gaze Points	42	59	38	
Time in Region (sec)	1.40	1.97	1.27	
Number of Dwell	5	2	3	
Average Dwell Duration (sec)	0.28	0.98	0.42	
Time to First Gaze (sec)	2.40	5.54	6.34	
Percent Gaze In Region To Total Gaze	5.15	7.29	4.57	

All the same statistics for individual statistics separated by region.

	Cheerios	Cocoa Puffs	Froot Loops	Frosted Flakes	Honey Bunches	Reeses Puffs
Number of Gaze Points:						
Mean	48.00	94.67	75.00	75.67	185.33	192.33
Standard Deviation	10.39	35.80	17.32	35.80	75.06	139.72
Standard Error	3.46	11.93	5.77	11.93	25.02	46.57
Time in Region (seconds):						
Mean	1.60	3.16	2.50	2.53	6.19	6.42
Standard Deviation	0.35	1.20	0.58	1.19	2.51	4.67
Standard Error	0.12	0.40	0.19	0.40	0.84	1.56
Number of Dwells:						

Averages and Standard Deviations of statistics across subjects.

Statistics Computed per AOI

All Gaze Points

- Number of Gaze Points.
- Time in Region.
- Number of Dwells.
- Average Dwell Duration.
- Time to First Gaze.
- Percent Gaze in Region to Total Gaze.
- Percent Gaze in Region to any AOI.

Gaze in Fixations

- Total Fixation Duration.
- Number of Fixations.
- Average Fixation Duration.
- Time to First Fixation.
- Percent Fixation Time to Dwell Time.

Pupil Diameter Statistics

- Average and Standard Deviation of Pupil diameter in each:
 - Fixation
 - Dwell
 - Region