

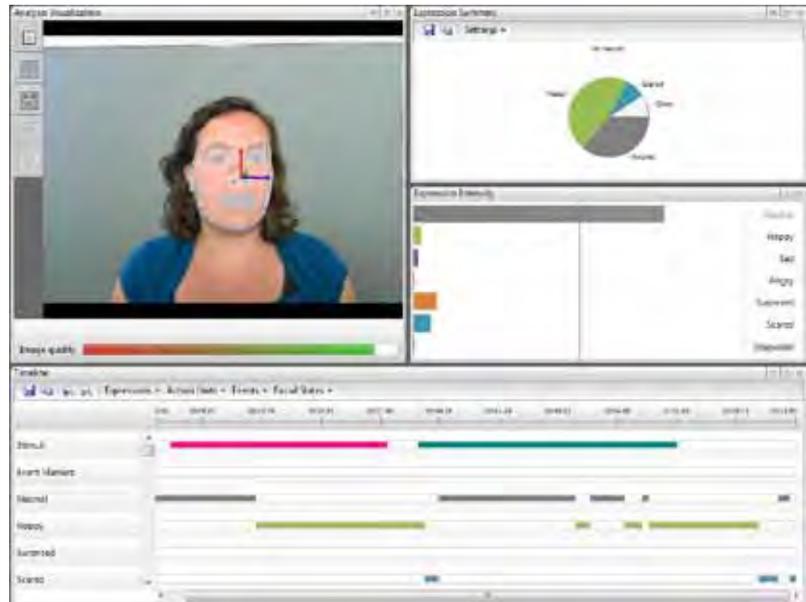
FaceReader™ 5 is the most robust software tool for automatic facial expression analysis.

WHAT DOES YOUR FACE SAY?

FaceReader is the unique software that automatically analyzes 6 basic facial expressions:

- happy
- sad
- scared
- disgusted
- surprised
- angry

Also neutral expressions are analyzed. Gather accurate, objective, and detailed information about the emotions of your test participants - the software immediately analyzes your data, saving valuable time.



Moreover, this Project Analysis Module can create multiple visual presentations of your data, including:

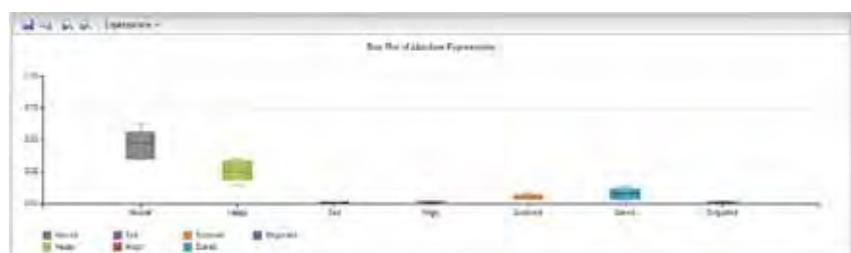
FACEREADER 5 - WHAT'S NEW

- Improved face modeling and expression analysis.
- Complete solution: advanced analysis and reporting using the Project Analysis Module.
- Record a video of your test participant during a live analysis.
- Mark interesting events and analyze your data accordingly.
- Enhanced API functionality.

PROJECT ANALYSIS MODULE

FaceReader 5 is a full-scale solution enabling you to work effectively and efficiently. Simply use the marker function to code and select events such as 'start commercial', 'distraction', 'talking', or 'presenting stimulus'. By choosing a name, trigger code, and color, you can annotate your videos for further analysis in FaceReader. Take, for example, the comparison of responses to different commercials of participants. Selections of participants can easily be made automatically or manually (i.e. select all female test participants and compared their responses to the commercial).

- An individual line graph that shows the intensity of the recorded emotions and can be displayed in sync with the video of a test participant and the stimulus, making it a complete overview.
- When working with multiple test participants, a summary line graph can be displayed synchronized with the stimulus providing a solid impression of the overall responses.
- A pie chart which shows a summary of results of multiple test participants based on your own (marker) selection. Choose a pie chart of combined line graphs, whatever provides you with the best overview.
- Box plots per emotion of the results of all test participants per stimulus are a real visual aid in determining which emotion prevailed on which stimulus.



All graphs can be saved as a picture for presentation and reporting purposes. Output (log files) can be exported to a program of your choice, such as Excel or The Observer® XT.

FEATURES & FUNCTIONALITY

In version 5, further quality improvements have been made including an improvement of the robustness of modeling. Not only is FaceReader now able to better cope with irregular lighting, but further improvements include a better general face model and expression analysis (over 10.000 pictures used to train expression analysis).



Additional features:

- New API functionality, which serves as an interface between different software programs and facilitates their interaction, even if the program runs on another computer in the network. It is now extended and will benefit even more people. For example, configure an experiment where a test participant reacts to several commercials. When laughing, the FaceReader API can be used to start a questionnaire automatically asking your test participant to describe his or her experiences. One can also add event markers in FaceReader. For example, when a game starts, the software automatically adds an event marker 'start', and both programs easily communicate with one another.
- It is now possible to export additional data, such as image quality and coordinates of (a number of) key points in the face; to send information about event markers to other applications, and to receive event marker triggers from external applications.
- The Observer XT's software development kit has enabled a direct link between FaceReader and The Observer XT making it possible to import facial expression data real-time into The Observer XT.
- Using our OEM model, you can embed FaceReader technology in your own application and be able to include expression analysis and other FaceReader functionality (i.e. head orientation, detection of a person's characteristics, etc.). That way, FaceReader technology is an integral part of your own application.

FREE 30-DAY TRIAL VERSION

The FaceReader trial version offers you the opportunity to evaluate the software at your convenience. See for yourself how this version can work for you! It's the easiest way of getting to know the new version. Experience the ease-of-use and the new features and functionalities! The trial is now available online. Please visit www.noldus.com/facereader



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We are also represented by a worldwide network of distributors and regional offices.

For the nearest regional office or distributor, please visit www.noldus.com/contact

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