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**Press release**

**iMotions and Smart Eye partner to combine high-end, non-intrusive, eye tracking with emotional tracking and biometric measurements**

iMotions, a leading provider of solutions for multimodal biometric research, and Smart Eye, a leading manufacturer of high-end eye tracking technology, are joining forces to further expand eye tracking and biometric research in the high-end research market.

“We are proud to announce this partnership with the world leader in multimodal biometric research, combining eye tracking with other physiological signals. By partnering with iMotions, we will help scientists around the world to uncover both conscious and subconscious behavior in experimental research. It is our belief that our uncompromising style in design of the best possible hardware goes hand in hand with iMotions’ unique and broad approach, taking into account the whole range of experimental variability. It’s a perfect match” says Martin Krantz, CEO, Smart Eye.

The iMotions’ platform will fully integrate the Smart Eye Pro, designed for advanced, multi-camera eye tracking research, as well as the Aurora, Smart Eye’s high-end screen-based eye tracker. This enables seamless data collection, synchronization, visualization and analysis in combination with other sensors and technologies such as galvanic skin response, facial expression analysis, EEG, self-report, and much more, in one single computer. Researchers in high-end aviation and automotive segments can now take their emotional insights even further with this integrated solution.

“It is a pleasure to announce that iMotions’ Biometric Research Platform now works with Smart Eye's innovative and high-quality tracking systems. The integration will provide existing and future clients with even more options and capabilities to conduct advanced human behavioral research, without adding complexity to their setups” says Peter Hartzbech, founder and CEO, iMotions.

**For more information, please contact:**

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**About iMotions**

iMotions provides software, hardware, and services to academics, neuromarketers, UX researchers, health care researchers, and Fortune 100 companies to elevate human behavior insights by using psychophysiological measurements from eye tracking, facial expression analysis, EEG, Galvanic Skin Response, ECG, EMG, integrated with self-report measurements from surveys.

Founded in 2005, iMotions has offices in Copenhagen and Boston. Its solutions are used by more than 600 clients in more than 70 countries around the world by leading academic institutions such as Harvard, Stanford, NYU and MIT, and leading brands such as P&G, Unilever, and GM.

[www.imotions.com](http://www.imotions.com)

**About Smart Eye**

Smart Eye was founded to bridge the gap between man and machine for a better tomorrow by developing groundbreaking eye tracking technology that understands, assists and predicts human intentions and actions. Through combining deep, technical knowledge with playful creativity, Smart Eye consist of two business units. Its research instruments offer high performance in complex, real-world situations, paving the way for new insights in aerospace, aviation, automotive, psychology, neuroscience, medical and clinical research. Business unit Applied Solutions are embedded in next generation vehicles, helping the automotive industry take another step towards autonomous vehicles.

Founded in 1999, Smart Eye has offices in Gothenburg, Sweden and Michigan, USA as well as having partners, resellers and distributors in Europe, USA and APAC. Its solutions are used by more than 700 clients all over the world by leading research groups, brands and labs such as US Air Force, Nasa, BMW, Lockheed Martin, Audi, Boeing, Volvo, GM, and many more.

Smart Eye is listed on First North. Erik Penser is Certified Adviser and can be reached at +46-8-463 8000.

[www.smarteye.se](http://www.smarteye.se)