

FOR IMMEDIATE RELEASE

iMotions and Tobii Sign Reseller Partnership Agreement

iMotions – Emotion Technology A/S, announces the signing of a reseller partnership agreement with Tobii, the world leader in hardware solutions for eye tracking.

Copenhagen, Denmark, June 20, 2007 -- iMotions – Emotion Technology A/S, a world leader in human emotional response software, agreed to a long-term partnership with Tobii Technology, a leading hardware and software solutions provider for eye tracking and eye control. The two companies will package iMotions' revolutionizing Emotion Tool™ software with Tobii's new generation of eye trackers to provide the utmost quality products to the Marketing Research Industry.

"We believe our integrated solution will be a breakthrough for testing advertising effectiveness," said iMotions' CEO and Co-Founder Peter Hartzbech. "Together with Tobii Technology we can strengthen and expand our market influence and offer a way to efficiently bridge the gap between traditional research methods and more enhanced sensory methods."

As part of the agreement, iMotions will pair its Emotion Tool™ Version 1.2 software with Tobii's recently introduced new generation of plug & play Eye Trackers T60 and T120 for on-screen research. "Our new generation of eye trackers takes key performance characteristics such as large head movement allowance and ease of use to even higher levels. Combining it with iMotions' outstanding software gives us the ability to provide a complete solution for measuring the human emotional response to visual stimuli," states Tobii's CEO Henrik Eskilsson.

iMotions has supplied marketing research companies in U.S., Mexico, Germany, Denmark and Holland with Emotion Tool™ and Tobii Eye Trackers. In the U.S. alone the well respected full service marketing research company Cunningham Research Group has implemented the solution in several of their 35 test facilities in the U.S.

About iMotions

iMotions – Emotion Technology A/S is the developer of Emotion Tool™, the world's leading objective, non-intrusive, reliable software to measure human emotional response to visual stimuli such as print ads, direct marketing material, and brochures. The software, which also assesses visual attention, relies on data from a standard eye tracking monitor.

Founded in 2005 by CEO Peter Hartzbech and CTO Jakob de Lemos, iMotions is headquartered in Copenhagen, Denmark with additional offices in the U.S. and India. The company currently employs 40 people representing 10 nations.

About Tobii Technology

Tobii Technology is the world leader in hardware and software solutions for eye tracking and eye control. Founded in 2001, Tobii has continuously shown very rapid year-to-year revenue growth. The company is based in Stockholm, Sweden, with offices in McLean, VA near Washington, DC in the US, and in Frankfurt, Germany. Products are sold through resellers and partners worldwide.

With eye tracking a computer knows exactly where a person is looking, enabling enhanced control interfaces and a powerful way to understand behavior. Tobii's products are widely used within the scientific community and in commercial market research and usability as well as by disabled people as a primary way to communicate. Tobii also drives integration of eye tracking technology in a large number of other application areas, offering off-the-shelf or customized eye tracking components for integration into various industry applications.

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