

Copenhagen, Denmark and Teltow/Berlin, Germany, June 24th, 2009.

iMotions' Market Research Software now supports SMI Eye Tracker

iMotions' flagship product Emotion Tool[®] is now compatible with the SMI iView X[™] RED remote eye tracker, providing a strong and versatile solution for multiple marketing pre-testing scenarios in the market research industry.

iMotions, a world leader in emotion metrics software and SensoMotoric Instruments GmbH (SMI), a world leader in eye tracking solutions have, after extensive integration and field-testing, integrated their flagship products, iMotions - Emotion Tool[®] and SMI's iView X[™] RED. The combined solution is now available from iMotions for the FMCG and Market Research Industries. Emotion Tool[®] clients currently include many world-leading opinion leaders within the FMCG industry.

SMI's award winning iView X[™] RED remote eye tracker is a non-intrusive and accurate eye tracking system that allows iMotions - Emotion Tool[®] users to assess the impact of advertising, brand label designs, package designs and other relevant marketing material on flexible multiple-size screens ranging from 19" monitors to large-scale projections with high accuracy and easy-to-use setups. The iView X[™] RED remote eye tracker has been continuously developed on the basis of SMI's 18-year experience creating high-performance research and medical measurement solutions.

"The SMI iView X[™] RED further broadens the scope of our solutions and expands the market opportunity. We focus on delivering our high profile clients the best solutions in the market. The outstanding quality of SMI's technologies fits perfectly with our customer driven approach, where the client should have plug and play possibilities without any hassle. We are excited to now support the eye trackers from SMI and Tobii, the two world leading manufacturers," explains Peter Hartzbech, CEO & Co-Founder of iMotions.

"Our eye tracker provides a strong technological fundament for Emotion Tool[®] and a reliable and versatile solution for iMotions' customers. We are proud to add iMotions, the widely respected pioneer in objective emotion measurement, to the range of high profile OEM partners of SMI and thereby expand our market coverage for the FMCG and Market Research Industries" says Eberhard Schmidt, Managing Director of SMI.

About iMotions (www.imotionsglobal.com)

iMotions – Emotion Technology A/S is the developer of Emotion Tool[®], the world's first objective, non-intrusive, reliable software to measure human emotional response to visual stimuli such as packaging and print ads. The software, which also measures visual attention (eye tracking), uses data from world leading eye tracking monitors. iMotions was founded in 2005 and is headquartered in Copenhagen, Denmark and have additional offices in Hyderabad, India and Boston, USA.

About SMI (www.smivision.com/egts)

SensoMotoric Instruments GmbH (SMI) is a world leader in dedicated computer vision applications, developing and marketing eye & gaze tracking systems and OEM solutions for a wide range of applications such as market and consumer research, usability and ergonomics, human-computer-interfaces, psychology, neurology and ophthalmology. SMI serves customers around the globe from offices in Teltow, near Berlin, Germany and Boston, USA, backed by a network of trusted local partners in many countries.

Press Release



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