

PRESS RELEASE

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BEYOND EYE TRACKING RESEARCH



iMotions signs eye tracking software reseller in Australia and New Zealand!

iMotions announces that Objective Digital becomes reseller of their eye tracking software Attention Tool® in Australia and New Zealand hereby providing these markets with local customer service and support.

Attention Tool® is the World leading eye tracking software within market research and the application combines eye tracking metrics, reading metrics and emotion metrics. The combination of these metrics gives unique insights into consumer behavior. The Attention Tool® clients include world-leading opinion leaders within the FMCG and Market Research Industries. The raising demand for a global software platform for eye tracking in market research has driven iMotions to expand its sales network even further.

“The need within Eye tracking in market research has been very difficult to meet with prior solutions offered in Australia and New Zealand. I believe that having a strong fitted solution for market research will improve the market acceptance. A combination of our local hands on experience and the strong Attention Tool® software platform is very powerful. We will kick off the launch on March 16-17 at the Ad-tech tradeshow in Sydney, Australia” says James Breeze, CEO at Objective Digital.

“We see this as an additional step in expanding our global sales network and we have big expectations to this agreement with Objective Digital. We believe that our software solution will reinforce Objective Digital’s position as the leader in the eye tracking solution space in Australia and New Zealand. For us it is very important to find resellers that know the market and with a local reseller we can offer our clients a stronger presence and faster customer service response”, says Peter Hartzbech, CEO at iMotions, Inc..

About Objective Digital

Objective Digital is a consulting firm and technology solutions provider delivering eye tracking to clients in Australia and New Zealand, based in Sydney, Australia. For more information about Objective Digital, please visit www.objectivedigital.com

About iMotions

iMotions is a global eye tracking software company headquartered in Denmark with additional offices in US, India and Mexico. With several patents pending on eye tracking, reading detection and measurement of pre-attentive emotional response through the eye, iMotions owns the most advanced eye tracking software technology in the World. iMotions is a Microsoft’s Gold Certified partner and member of ESOMAR and ARF. For more info please visit www.imotionsglobal.com