

# PRESS RELEASE

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BEYOND EYE TRACKING RESEARCH

Attention Tool® 3.1 is powered with 12 state-of-the-art eye tracking labs around the United States with merging capabilities to cut down turn around time drastically.



## **iMotions announces that its new Attention Tool 3.1 Eye Tracking Software was launched at the ARF Trade show in NYC, USA.**

**iMotions announces that Attention Tool® was showcased at the Advertisement Research Foundation Re:Think conference in New York, USA, where all the leading companies within advertising research present the newest technologies and methodologies.**

Attention Tool® 3.1 is the world leading eye tracking software for market research providing a combination of 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.

“It was great to be at the ARF Re:think conference meeting our US client portfolio and to showcase the newest release of our technology. We have now been at the ARF in 4 concurrent years having new software versions each year. This new release strengthens iMotions’ position as the global eye tracking software provider for the market research market” says Co-Founder Peter Hartzbech.

The release is supported by the offering of eye tracking Data Collection services from CRG Global Inc. with a robust network of state-of-the-art Attention Tool® powered labs, located at 12 of their product testing facilities in major cities across the US. This offering, plus the new and optimized Study, Production and Quality Management Platforms in Attention Tool® 3.1 optimize client delivery time and has taken eye tracking to a new level.

“With the Study Sharing functionality and our 12 US mall-recruitment Attention Tool® data collection sites, we are now able to provide eye tracking, reading and emotion metrics to our clients from across the US with a turnaround time of not weeks but hours” says Paul Cunningham, President, CRGGlobal, Inc., USA.

### **About ARF**

The Advertising Research Foundation hosts a major spring event every year at Marriott Marquis, Times Square NYC. The event gathers all the opinion leading companies in US in order to share knowledge on Market Research services, methodologies and technologies. To read more about this event, please visit [www.thearf.org](http://www.thearf.org)

### **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](http://www.imotionsglobal.com) and [www.attentiontool.com](http://www.attentiontool.com)