



iMotions' Attention Tool® utilized by top Scandinavian brands at the Nordic Lighthouse during the EXPO 2010.

Attention Tool® has been launched into the Chinese market by the Danish Consulate General at the Nordic Lighthouse. 25 Scandinavian top brands will utilize the Attention Tool® software to evaluate visual performance of their Chinese package and advertisement material. It will be the largest ever eye tracking market research consumer study conducted in China.

"It is great for us to offer iMotions' technology to the Exhibitors and show how leading edge Scandinavian technology can help companies with objective feedback on their designs. We have built a specialized Media Lab in the Nordic Lighthouse, where Attention Tool® will be running during the 6 months of the EXPO 2010 and we will deliver market research reports based on the iMotions' AdAIM Methodology to all participating companies that generate marketing material here in China", says Commercial Consul, Mette Knudsen.

"This is an exciting opportunity for all the involved companies in the Nordic Lighthouse during the EXPO 2010 in Shanghai. It is very challenging to create packaging and ads that fit a very different culture than the Scandinavian. The Chinese market growth is huge and the EXPO is a great starting point for many Scandinavian design- and textile companies to enter or expand in China. This will be one of the largest ever culture studies based on eye tracking, where we hope to be able to publish some of the general findings of Chinese reaction patterns", says Peter Hartzbech, CEO at iMotions, Inc.

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.

About Nordic Lighthouse

Nordic Lighthouse is a non-profit project by the Royal Danish Consulate General, Shanghai, in connection with the Shanghai EXPO 2010. It is a collaboration between the Scandinavian countries in China, presenting Denmark, Sweden, Finland, Norway and Iceland with the purpose to introduce marked opportunities for Scandinavian companies in Asia. The companies involved in the Nordic Lighthouse includes among many others Ecco, Hummel, Lego, Jabra, Nilfisk and Widex: <http://www.nlh2010.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 provides 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