



iMotions EduLabs

Elevate Research, Empower Education

iMotions EduLabs

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# iMotions EduLabs

A single solution for research, education, and collaboration

Bridge the gap between education, research, industry, and community through innovative methodologies. Build an ecosystem with iMotions where interdisciplinary and inter-industry collaboration is seamless and self-sustaining. Provide students with the tools to help them develop into active researchers, with practical skills that are in-demand and future-facing. iMotions EduLabs is a complete offering to elevate the possibilities of your lab. Welcome to the future of higher education – where academia meets application.

- **Research:** Carry out pioneering human behavior research
- **Teach:** Engage students and provide them with the skills they need for success
- **Collaborate:** Connect with the local community and broader industry



**HARVARD**  
UNIVERSITY

**UNIVERSITY OF MICHIGAN**



**NC STATE UNIVERSITY**



**Stanford**  
University

**KYOTO UNIVERSITY**

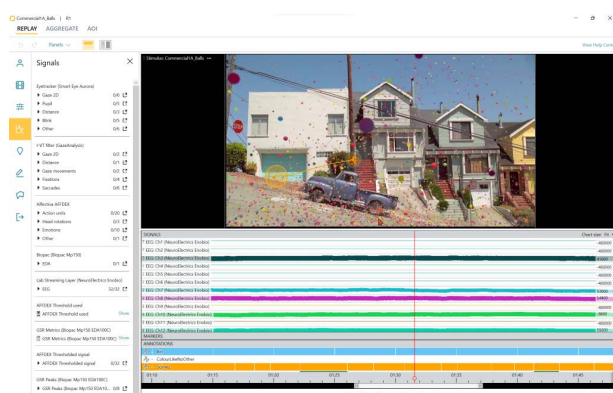
**PURDUE**  
UNIVERSITY



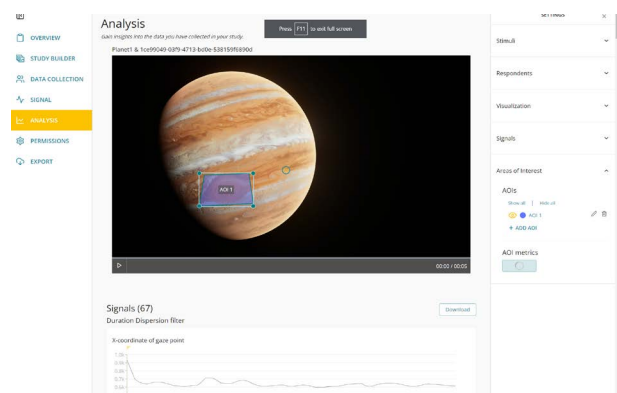
**Carnegie Mellon University**



iMotions Lab



iMotions Online



# A complete solution

## Built to meet the demands of education

### Research

Carry out cutting-edge research with iMotions Lab - connect multiple biosensors and explore the dimensions of human behavior with novel and holistic methodologies. Take your research online with remote data collection. Use student licenses to engage graduate and PhD students with active research.



### Teach

iMotions Online is a fully browser-based solution that provides students with the tools to explore and engage with real-world human behavior research. Accessible by anyone, anywhere, and at any scale.



### Collaborate

Go beyond the campus - provide students with the opportunity to engage the community with practical research projects, and invite industry partners to leverage in-house expertise. Use these synergies to build networks, generate funding, and advance the university's reputation.



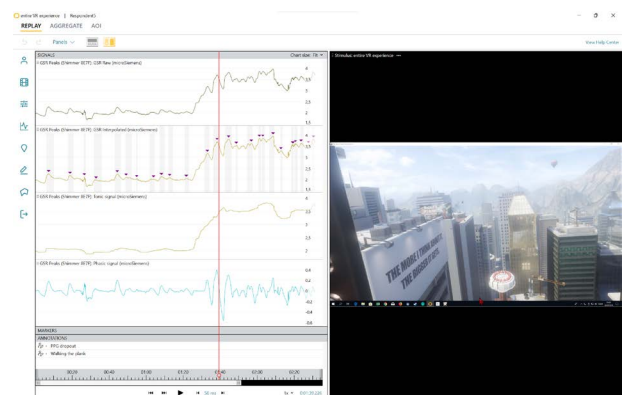
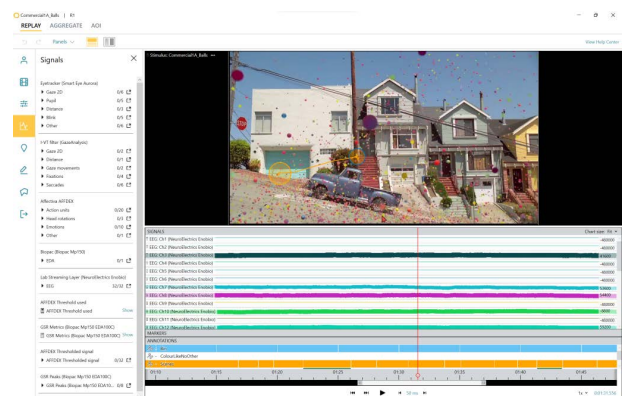
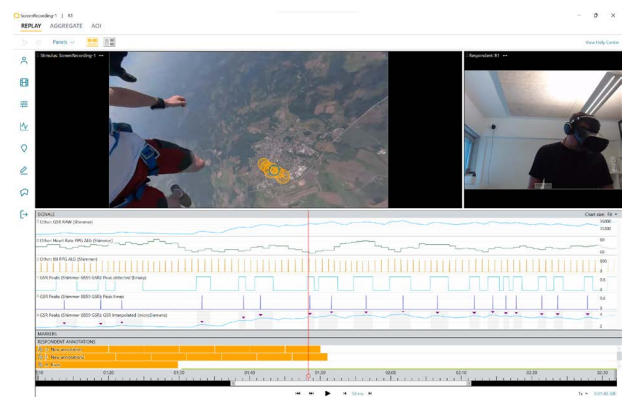
# iMotions for Research

## iMotions Lab: a platform for innovative exploration

Our core software - iMotions Lab - has been continuously developed over the course of almost 20 years. This software has both stood the test of time and innovated to meet the ever-changing demands of human behavior research. iMotions Lab is a scalable research solution that is adaptable and flexible to meet the demands of cutting-edge human behavior research.

iMotions Lab is made for powering lab facilities of all shapes and sizes by providing a single software to design studies, connect and synchronize data from multiple biometric sensors and to quickly analyze and visualize the data. By opening up access to iMotions Lab and the advanced sensors and technology offered by iMotions, much more advanced and collaborative research can be achieved across departments, while also allowing social sciences to take advantage of technological innovations that can drive novel and innovative research.

iMotions Lab is ideal for researchers of all levels - from postgraduates, to PhD students, to fully-tenured professors. iMotions is being used for a wide variety of research interests - from improving early diagnoses of autism, to analyzing responses to Van Gogh's paintings, to understanding how emotions impact learning, and much more. Almost wherever there is human behavior, there is a reason - and the capability - to understand it.





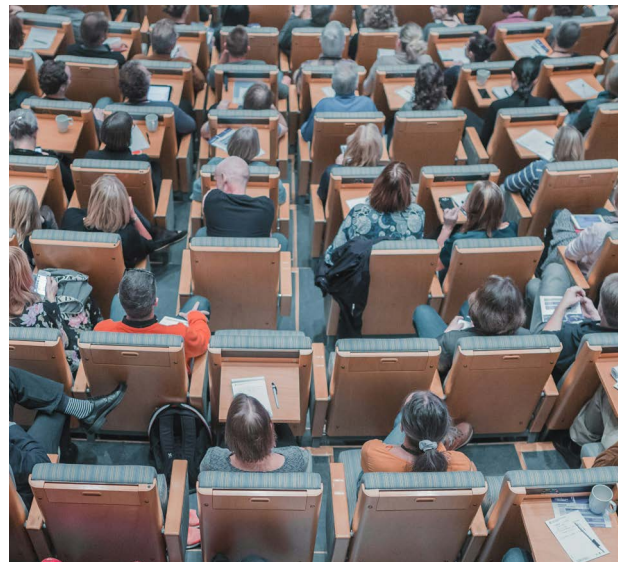
# iMotions for Teaching

## iMotions Online: Teach real-world research at scale

Good education is both rare and invaluable. From the very inception of iMotions, we have strived to provide educational materials and tools to enhance an understanding of human behavior research, and our recent endeavours build upon that. To provide hands-on research experience, we offer student licenses that can be used with iMotions Lab, as well as an entirely browser-based platform for practical research training with iMotions Online. These solutions operate at different depths of complexity, yet ultimately offer the same thing: hands-on, real-world research experience.

We have developed iMotions Online in order to provide an intuitive software that can be picked up and used by anyone without any background knowledge in eye tracking research or facial coding. This moves the focus from technical abilities to good research practice. Students can create and run real studies, collect real data - and make real findings.

Every step of building an experiment can be followed and performed in iMotions Online, generating an authentic experience as a researcher. Students can develop their fundamental scientific skills, and understand the challenges and opportunities that are presented by real-world experimentation. iMotions Online offers affordable solutions that are based around your course planning and aimed at user groups of almost any size. Giving you the flexibility needed with built-in access control management and project sharing.



Educators can also utilize iMotions Lab to bring students into biosensor-driven multimodal research. Student licenses can be added to provide further access for students to expand interaction with research projects. This access allows for the analysis to be performed outside of the lab, providing an arena for students to independently engage with human behavior research.

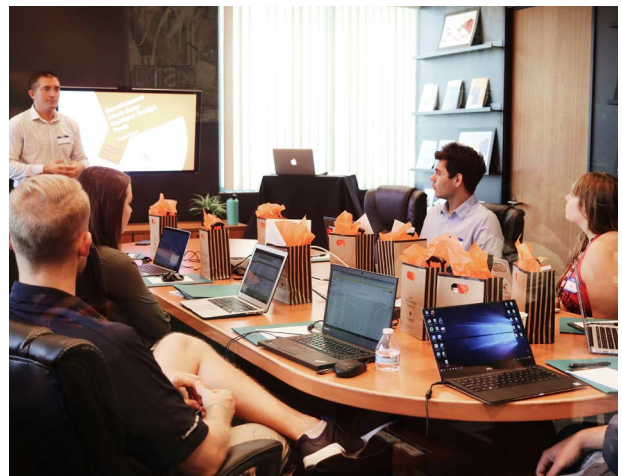
# iMotions for Collaboration

## Connect with the community and industry

Creating a lab capable of a range of research applications invites interdisciplinary collaboration, and allows research to be applied in previously unexpected ways. Interdepartmental collaboration opens up, as does the possibility to provide research services to the community and industry partners. But perhaps most importantly - students are able to engage with companies seeking real-world research, and provide their in-demand research skills, readying them for the next step of their careers.

One of the greatest keys to funding success is to highlight the interdepartmental, cross-campus capabilities that arise as a result of the investment. We have seen this work in practice, with clients ultimately creating central points of research focus that the university places as a landmark amidst other labs. The research possibilities are then able to multiply, as new ideas and new ways of thinking interchange to make something bigger than the sum of its parts.

With iMotions available as a tool for students and the wider community, a symbiotic relationship can be formed, in which industry partners can benefit from the execution of cutting-edge research performed by students. This provides both practical job skills for students, and actionable findings for companies. Many universities are also able to provide in-demand research services, generating an alternative funding stream for the lab. These relationships - between the lab, students, industry, and community, offer sustainable value for everyone.





Learn more about iMotions Education here:



**Denmark**

Kristen Bernikows gade 6  
Copenhagen, 1105  
Tel +45 71 998 098

**United States**

38 Chauncy Street  
Floor 8, Suite 800  
Boston, MA 02111  
Tel +1 617-520-4958

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**Singapore**

60 Paya Lebar Road #06-01  
Paya Lebar Square  
409051 Singapore