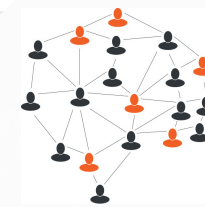


Mobile Kit Starter Guide

*A flexible
platform for
understanding the
emotional response
of the individual or
group in real time*



NeuroLynQ

BY SHIMMER

Shimmer

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Real Time NeuroMarketing

Monitor emotional response as the participant moves around in a store or any ambulatory application. The point of view camera will record everything that the participant sees, and the GSR sensor captures the necessary biometrics of the experience.

Steps Required

We are delighted that you have chosen the Shimmer NeuroLynQ Mobile kit to conduct your research.

This document lists the final steps required in order to set-up the NeuroLynQ Mobile Kit. Please use this guide in combination with the NeuroLynQ User Guide in order to learn the general operation of the NeuroLynQ software.



STEP 1

After turning on the laptop, place it in the bag on-top of the cooling base. The AC power, HDMI and two USB sockets (as shown below) should be pointing upwards. Try to leave room to the left of the laptop for air to circulate from the laptop's rear air vents.

STEP 2

Connect USB hub into one of the USB sockets



STEP 3

Connect the SPAN into the bag's integrated external USB socket.

★ IMPORTANT POINT

It is best practice to leave the bag's zip open at the top of the bag in order to reduce the build-up of heat in the bag.

★ IMPORTANT POINT

The cooling base does feature two cooling fans with a USB cable. However, the laptop's processor has been pre configured with the aim of keeping heat generated by the laptop to a minimum such that the base's USB cable does not need to be connected.



STEP 4

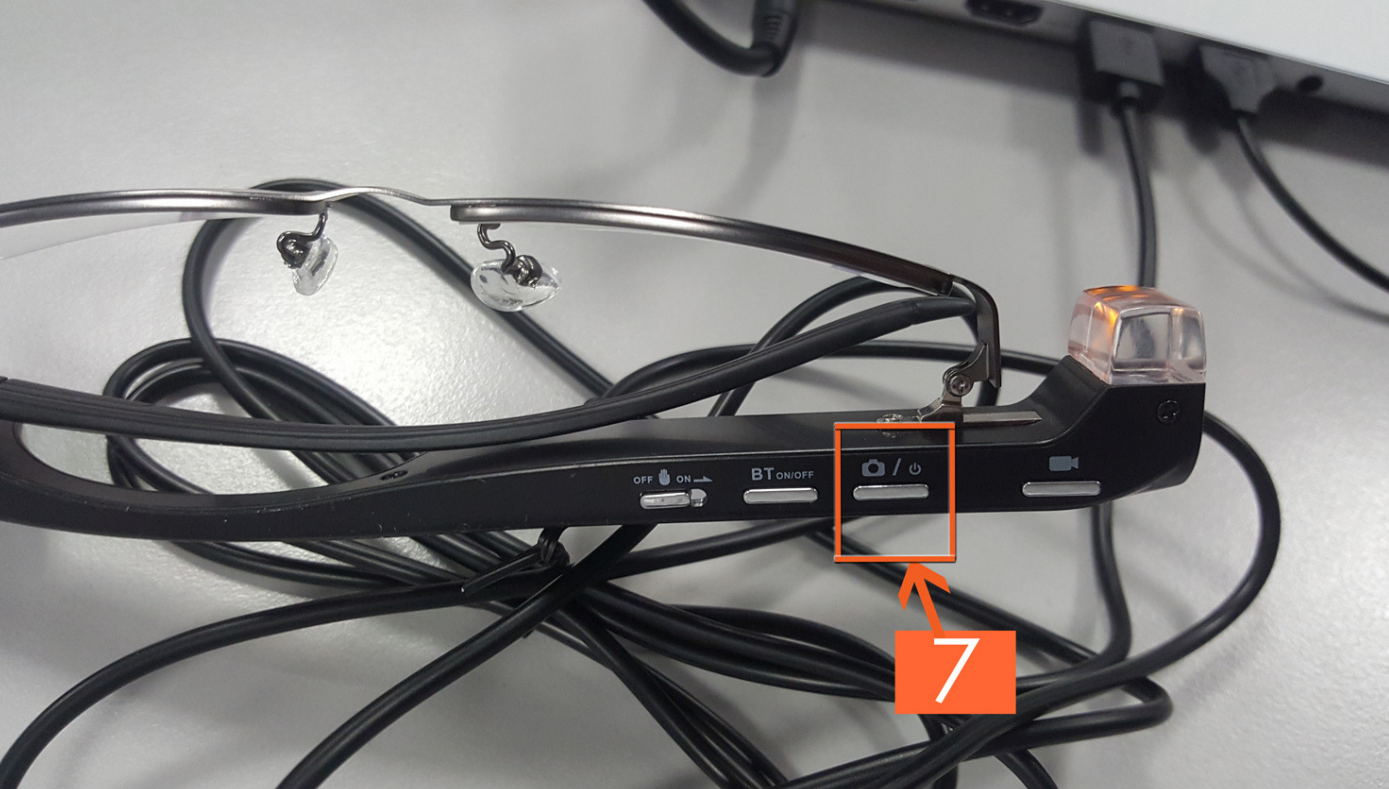
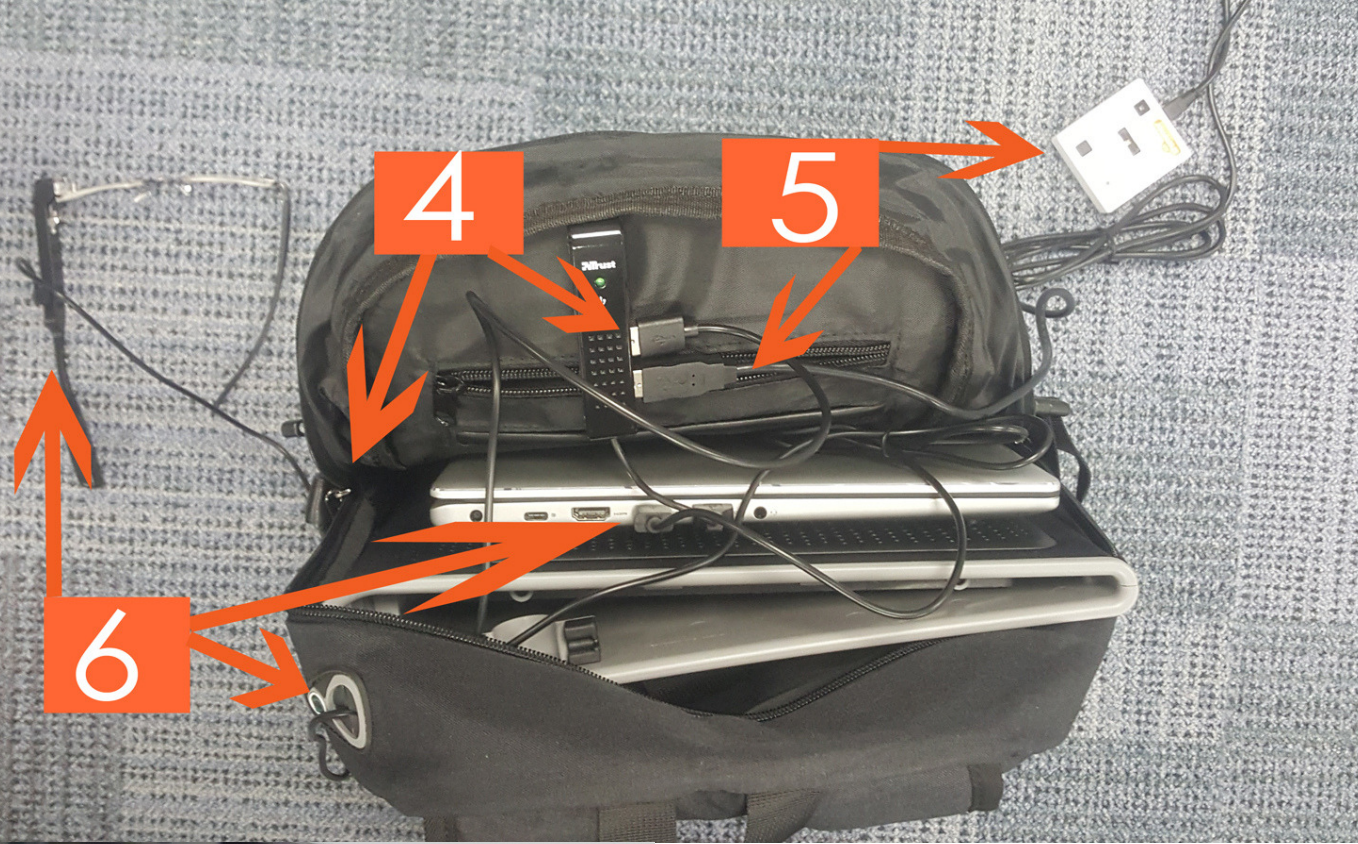
Connect the bag's integrated external USB socket into the USB hub via the attached USB cable.

STEP 5

Connect the Shimmer Dock into the USB hub.

STEP 6

Connect the Point-of-View glasses directly into one of the laptop's USB sockets via the long Micro USB cable.



This cable can be fed through the side hole in the bag (as shown above). Do not connect the glasses into the hub as this will lead to unreliable video streaming.

STEP 7

Each time the system is started or the glasses are plugged in, the button highlighted below needs to be pressed twice in order to enable Webcam mode. Once this is done, the glasses will appear as a Webcam option in NeuroLynQ

IMPORTANT NOTES

In order to remotely control the laptop and NeuroLynQ software whilst it is in the bag, there are two options:

Wired option: The laptop's HDMI socket is easily accessible through the top of the bag to connect to a monitor. In order to connect a wired or wireless keyboard and mouse, there are spare USB sockets in the USB hub for these to plug into. The laptop also features integrated Bluetooth for increased connectivity.

Wireless option: If the laptop is connected to a WiFi network, a remote desktop application (such as Teamviewer or Windows Remote Desktop) could be used to remotely log into the laptop.

WiFi and Bluetooth transmissions can interfere with the signals coming from the NeuroLynQ sensor unit. If the packet reception rate is low from the sensor, it is recommended to turn airplane mode on in Windows.

CONTACT US

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