



NeuroLynQ



Real-Time Neuromarketing

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



Biometrics for:
Mobile
Qualitative
Quantitative





NeuroLynQ

*Understanding the Power of Human
Emotion through Biometrics*

Visit www.neurolynq.com
to learn more about
NeuroLynQ

NeuroLynQ is revolutionizing Neuromarketing by making it easy and practical. Shimmer's technical team will help you set up and run a turnkey system that is:

Easy to Use. All hardware and software is included, and these have been designed to work together so that a non-technical person can be trained to use the system.

Easy to Understand. NeuroLynQ's aggregate metrics are based on the percentage of the audience who are responding. Aggregating and segmenting the results is easy and, for the first time, users can start comparing survey and neuromarketing metrics on the same basis.

Fast. Analysis can be carried out in real-time. A video with a trace is available immediately upon completion of data collection.

Flexible. NeuroLynQ can be used for a quick real-time read on audience response or to collect the highest quality data at high rates for the most detailed and rigorous analysis.

Cost Effective. The NeuroLynQ system typically costs less than a single study from a full-service Neuromarketing firm. It can be used over and over, dropping the cost per study to a fraction of other approaches. For customers who will not perform frequent studies or who would like to try before they buy, Shimmer offers rental and service options.



Mobile



Monitor emotional response as the participant moves around in a store, car clinic, or even at home. A point of view camera records everything the participant sees and their responses are overlaid on the video. Great for biometrically informed ethnography.

Example Applications:

- Shopper
- Car Clinics
- In-Home
- Outdoor

Qualitative



Monitor individual and aggregate responses of a group of participants in real-time. A simple status screen tells you who is responding and who isn't. Multiple sessions can be aggregated to build a quantitative sample size.

Example Applications:

- Focus Groups
- Mock Jury Trials
- Concept Testing
- Product Testing
- Ad Testing

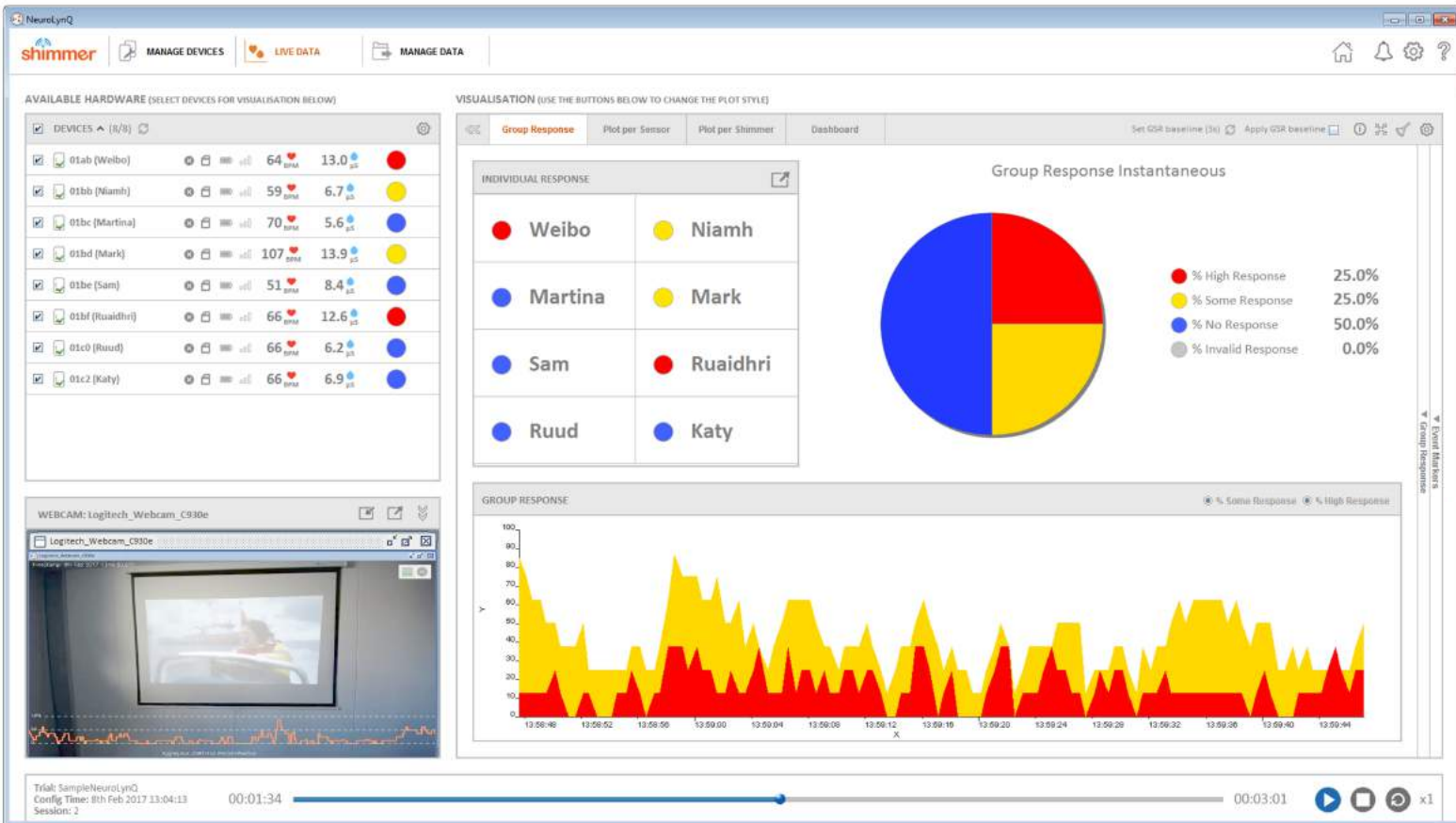
Quantitative



Obtain a quantitative sample of 30-45 people in a single session with results provided in real-time. Summary metrics for stimuli are available immediately after the session. Multiple sessions can be aggregated for segment analysis.

Example Applications:

- Video Ad Testing
- Movie Screening
- Pilot Testing
- Still Images



Real-Time Results

- A simple status window continually displays the responses of individuals and the group
- A button shows the responses of each participant:
 - Blue = No Response
 - Yellow = Some Response
 - Red = High Response
- A pie chart shows the proportion of the audience in each category
- A graph shows the history of the aggregate responses



Deep Dive Capabilities:

- Detailed views display individual signals
- Raw data (GSR and ECG) is available for custom analysis
- Data can be exported to analytics packages in .csv or MATLAB formats

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