

# BeGaze™

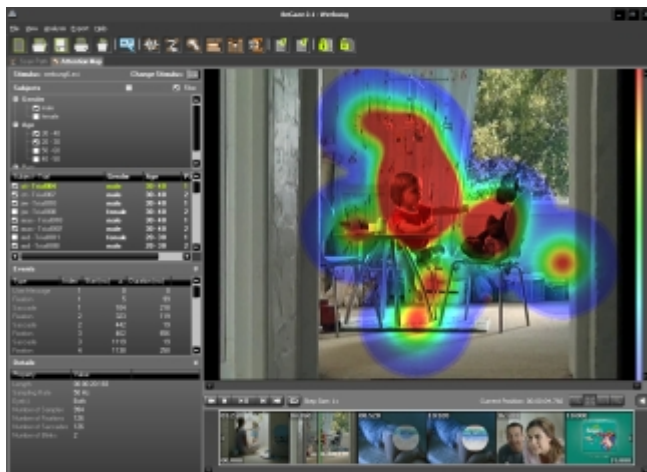
## Behavioral Gaze Analysis

### The Objective

You want to determine advertising impact in marketing research, measure visual attention or reveal visual search patterns in usability or psychology, or quantify saccade parameters such as amplitude or latency in neurology or ophthalmology. You present visual stimuli such as text, still images, web pages, or video clips<sup>2</sup>, or have your subjects interact with software applications. Finally, you want to generate informative graphics, videos and statistics.

### The Solution

**BeGaze™ 2** has a host of new productivity features packaged in a workflow-optimized framework. **BeGaze™ 2** allows for fast selection, preview and export of data, statistics and visualizations of any combination of user data.



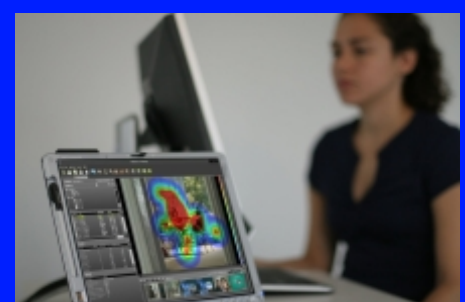
### The Results

**BeGaze™ 2** creates all visual and analytical results of eye gaze, eye movement and pupil data in a completely new user-configurable way. Easily get

- **Visual attention analysis** with scanpath, bee swarm, heat map and focus map diagrams on still and dynamic stimuli
- **Visual search pattern** analysis based on user-defined areas of interest, also dynamically changing for video
- **KPI (Key Performance Indicator) Highlights** make aggregate results quantitative and visible all at once
- **Quantitative analysis** of saccades, fixations, blinks and reaction times to user-defined events
- **Video and bitmap export** of scanpath and attention maps
- **Fully configurable statistics export** with grouping and sorting functions
- **Grouped** analyses of subjects



- **Visual Attention & Search Pattern Analysis**
- **Still & Dynamic Stimuli**
- **Website Analysis**
- **Screen Recording**
- **Move&Morph™ Function for Dynamic AOI**
- **KPI (Key Performance Indicator) Highlights**
- **Quantitative Saccade and Fixation Analysis**
- **Video & Bitmap Export Functions**
- **Statistics Export with Grouping and Sorting**
- **Subject Group Analysis**



# BeGaze™ 2 Features

## Visualizations

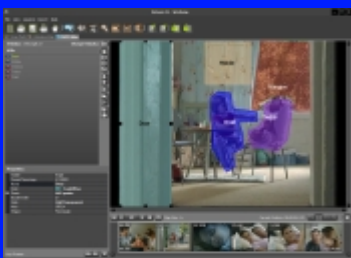
- **Gaze Plot**  
Compare viewing behavior of multiple subjects as scanpath or bee swarm visualizations on still & dynamic stimuli
- **Attention Maps**  
Show visual attention of multiple subjects in a heatmap or focus maps on still and dynamic stimuli
- **KPI Highlights**  
Display quantitative AOI information
- **Group Filter**  
Select subgroups by filter function
- **Export Visualizations**  
Save scanpath, bee swarm, heatmap and focus map replay to video files (AVI) or as bitmaps



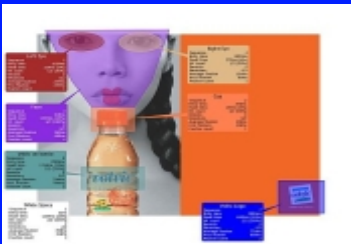
Focus map shows attention of groups (here on video clip)



Heat map visualization



AOI editor



KPI Highlights



Line graph shows timeplots for gaze and pupil size



Statistic module allows for data selection



## Areas of Interest (AOI) – Static & Dynamic

- Create static and dynamic<sup>2</sup> AOIs by using built-in editor
- Automatic Move&Morph™ function<sup>2</sup> for dynamic AOIs fit to a moving and size and form changing element e.g in video clips
- Show AOIs on top of attention maps or gaze plots
- Read and write AOI definition from and to XML file
- Create AOI sequence or AOI binning diagrams for single or multiple subject analysis

## Statistical Data

- Configure and export statistical data tables of more than 100 statistical variables (e.g. first fixation duration)
- Export AOI transition matrix for single or multiple subject

## Quantitative Analysis on Fixation, Saccade, Blink, Pupil

- Export fixation, saccade, blink and pupil parameters to file
- Measure saccade latencies, average dwell times, blink frequencies and many more parameters
- Adjust event detection parameters as needed

## Exploit Optimized Workflow and Interaction

- Drill into fixation and saccade event data from scanpath or linegraph
- Find point of regard by time interval
- Click on data plot to view detailed information and statistics of events
- Customize diagrams and statistical data tables before exporting to file
- Define your personal visualization standards and apply them across analyses or experiments



**SensoMotoric Instruments Inc.**  
28 Atlantic Ave  
236 Lewis Wharf  
Boston, MA 02110 USA

**SensoMotoric Instruments GmbH**  
Warthestr. 21  
14513 Teltow/Berlin  
Germany

[www.smivision.com](http://www.smivision.com)

<sup>2</sup> Part of Video Package (optional)