

Frame Grabber Package

SMI Experiment Suite™ 360° Software Extension Package

- Analysis of HD video content from external sources such as gaming consoles
- Plug and play hardware kit to connect external video sources to the SMI eye tracking hardware
- Flexible setup of SMI eye tracker for studies also on large screens (TV)
- Aggregate eye tracking metrics for moving Areas of Interest



Paul Newton, Development Director
– User Experience Testing Lab, EA Sports:



“... After implementing the suite of SMI products, we’ve been able to take usability studies on our games to a whole new level. The Frame Grabber Package allows us to use our HD video feed directly from our Xbox 360 and Playstation3 in a testing environment without compromise. Visual quality is critical in end user testing and the Frame Grabber allows us to capture this data with no detriment to the viewing quality of the game itself ...”

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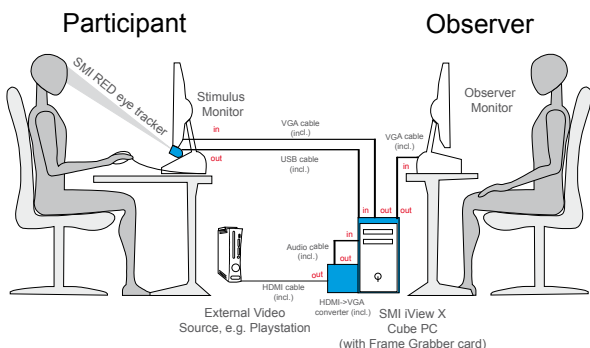
Eye tracking on external video content

Instantly increase the quality and efficiency of your gaming or software usability study with SMI Experiment Suite™ 360° Frame Grabber software extension package. The plug&play toolkit allows you to study HD video stimuli from an external device such as a Sony PS3 or Xbox 360 and external software solutions.

Plug and play hardware solution

The hardware solution enables users to collect eye tracking data from an external device without affecting performance (e.g. visual quality/speed of a game). The system is platform independent and VGA, DVI, and HDMI compatible, making it suitable for most game consoles and computers.

Combining it with the flexible setup options of the SMI RED remote eye tracker enables you to display external video content on large screens (TV) for more realistic user experience.



Incorporate external video in experiment design

The pairing of SMI Experiment Center with the Frame Grabber Package gives users the ability to easily incorporate external video into their experiment design - including audio and on screen instructions, survey questions and more.

Analysis with SMI BeGaze™ software

For analysis, the eye tracking data on your external video source and the individual users screenrecordings can be loaded into SMI BeGaze™ analysis software. All standard SMI BeGaze™ tools such as heat maps, bee swarm and export of statistics, make it easy to analyze and visualize your data. You can filter by independent variables previously collected during your experiment, e.g. by age, gender or experience of your target groups.

Dynamic Areas of Interest

SMI BeGaze™ analysis software allows you to analyze and quantify a subject's viewing behavior on your screen-recording. Visual cues and key objects are turned into Areas of Interest (AOIs) that move and morph naturally throughout the video. View relevant statistical data for each AOI in text bubbles using Key Performance Indicators (KPIs).



With KPIs, game designers, for example, can quickly and efficiently determine which functions and objects were noticed, in what order, and for how long. This way, eye tracking enables them to replace and redesign key elements for better effectiveness in the game flow.

For more information on the possibilities to design, conduct and analyze gaze tracking experiments visit our website: www.smivision.com/experimentsuite.

Specifications

Scope of Delivery Frame Grabber Package

- **Installation CD** containing VGAPCIE Driver, Installation Guide and User Guide
- **VGA to PCI Express frame grabber card** VGA2PCIE from Epiphan, HD resolution (1920x1080p)
- **HDMI to VGA deciphering converter** HDFury 2 from HDFury
- **Video Analysis Package** - Study movie clips and screenrecordings with dynamics Areas of Interest

Prerequisite: SMI Experiment Suite™ 360° Professional

- SMI Experiment Center™ for study design and SMI BeGaze™ for data analysis and visualization of results

More Extensions for SMI Experiment Suite™ 360°

- **RTA Package** - Replay a trial while recording users' verbal comments (Retrospective Think Aloud)
- **Observation Package** - Record verbal and facial expressions of participants
- **Web Analysis** - Analyze user interaction with static and dynamic websites
- **Reading Package** - Create AOIs on reading text and associate specific eye tracking metrics

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