

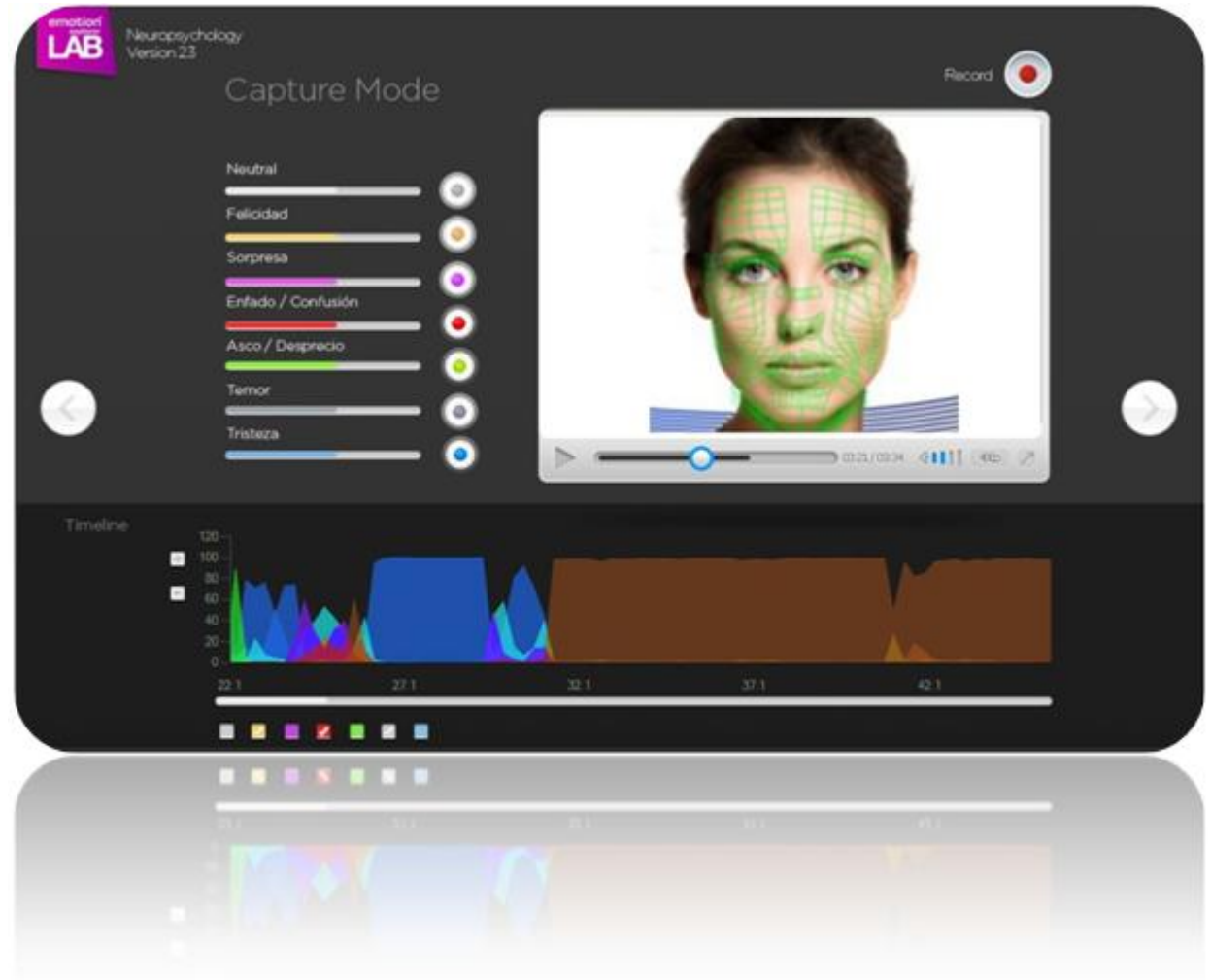
# NEUROPSYCHOLOGY

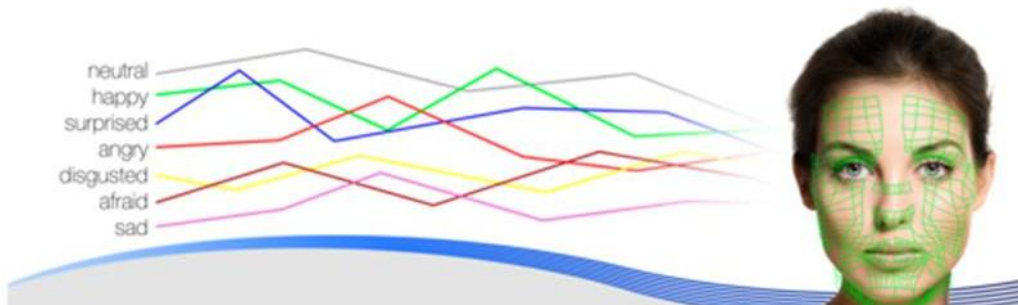


## NEUROPSYCHOLOGY

### ANALYSIS OF EMOTIONS THROUGH VIDEO SOFTWARE APPLICATION

The Emotion Explorer LAB facial emotion recognition technology allows, with a simple webcam, identify, in a precise way, the emotional experience of a subject, in different stimuli contexts, and understand the behavior drive.





## EMOTION IDENTIFICATION

VISION TECHNOLOGY APPLIED TO FACE RECOGNITION OF EMOTIONS.

Emotions drive decision-making. Traditional methods have limitations to understand the emotions that are driving the behavior.

Emotion Explorer Lab offers significant emotional data through video analysis of emotions.

## TECHNOLOGY

Identification of the basic human emotions by analyzing facial expressions.

Emotion Explorer LAB is able to offer a global vision, quantitative and qualitative, of emotions, revealing the direction (positive or negative), the type (neutral, happiness, surprise, anger, disgust, fear and sadness) through the analysis of facial expressions.





# EMOTIONAL IDENTIFICATION SOFTWARE

This application allows the analysis of the subject under investigation while interacting with a stimulus or while being interviewed by a researcher.

The application allows the evaluation of the emotional experience both live and recorded: emotions can be analyzed when they are occurring, this, therefore, allows the researcher to deepen to events that trigger certain emotions, or by recording the subject of investigation and subsequent analysis of the recordings obtained.

## RESULTS

Identification of the 7 universal emotions (neutral, happiness, surprise, anger, disgust, fear and sadness) through the analysis of facial expressions.

## REPRESENTATION OF RESULTS

Emotional chart for each subject.





## RESULTS

This application allows the analysis of the subject under investigation while it is under a stimulus video (audio / video) that can be from a movie, spot, another individual's previous recording, recording a sequence of images ..... Any stimulus in video format which will be integrated within the application for the analysis of the subject to investigate while it runs.

## EMOTIONAL IDENTIFICATION SOFTWARE (AUDIOVISUAL STIMULUS)



## RESULTS

Measurement of the 7 universal emotions (neutral, happiness, surprise, anger, disgust, fear and sadness) through the analysis of facial expressions.

## COMPARATIVE ANALYSIS OF RESULTS

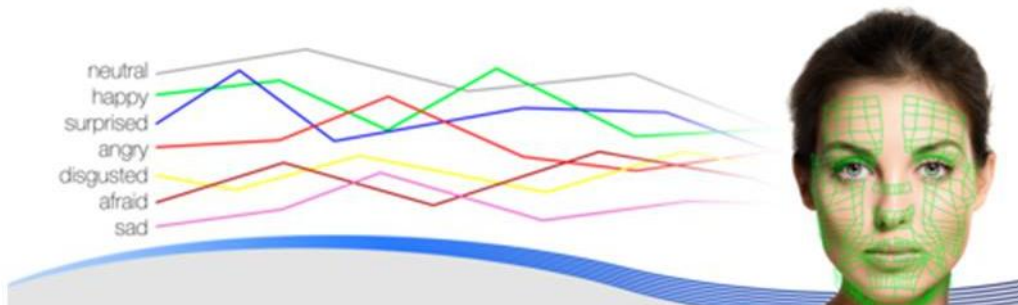
Comparison between emotions of an individual or an aggregate of the same stimulus (ability to analyze individually each emotion)

## REPRESENTATION OF RESULTS

Emotional chart for each subject. Emotional graphical aggregate of the total sample.

An emotion comparison with the rest of the aggregates on a same stimulus





### VIDEO ANALYSIS OF EMOTIONS

It allows the measurement of the emotions of the subjects of the study with visual stimuli.

### NON INTRUSIVE

Nor sensors, nor cables.

### NO "COURTESY"

It allows to get unconscious emotional responses not accessible through traditional questionnaires.

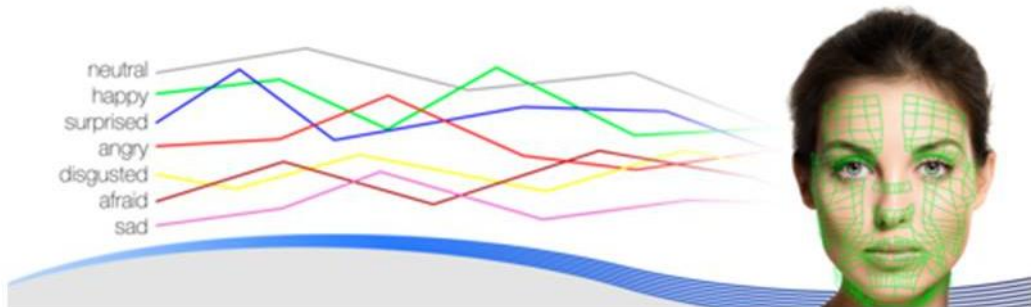


### REAL TIME

It can identify emotions in real time. While capturing the emotional response is happening.

### INTERCULTURAL

Provides consistent answers independent of cultures and ethnicities



### RESEARCH METHODOLOGY

The application is based on recording the interview subject's face while being subjected to a stimulus. This means as requirements to capture the facial image with good quality. Recording can be done from the web cam of the screen where the stimulus is projected or from another external camera connected to the computer where the application runs if you want a display of emotions in real time. For further analysis this connection is not necessary.

### IDENTIFICATION OF EMOTIONS

Emotions are measured in real time and results are available from the starting point.

### PC REQUIREMENTS

- Dual Core Processor
- Windows 7 64bits
- 100 Gb free space on hard disk
- 2GHz CPU speed
- 1 Camera 640x480 - 2 MPx
- Active Internet Connection

