



iMotions signs reseller in the second largest market in the World!

iMotions announces that Acuity becomes reseller of their market research eye tracking software Attention Tool® in UK and Ireland hereby providing these leading markets with exceptional local customer service and support.

Attention Tool® is the World leading eye tracking software within market research and the application combines eye tracking metrics, reading metrics and emotion metrics. The combination of these metrics gives unique insights into consumer behavior. The Attention Tool® clients include world-leading opinion leaders within the FMCG and Market Research Industries. The raising demand for a global software platform for eye tracking in market research has driven iMotions to expand its sales network even further.

“The iMotions Attention Tool® software gives us a tailored product for the market research sector that can provide rapid, cost effective testing across a local or global platform which we have been lacking, until now. The tailored workflow built around the metrics that matter most to the market research industry makes consistent, validated and trusted reporting of findings simple. This allied to proven methodologies adds a very strong product to our portfolio. We will be demonstrating the software at Internet World, Earls Court, London on 27-29th April” says Jon Ward, Sales Director, Acuity ETS Ltd.

“We see this as the most important step in our reseller strategy. UK is the second largest market, where eye tracking has been used and applied for many years. The market is now ready for a scalable platform, so we believe the timing is perfect for an iMotions entry through Acuity. There is no doubt that Acuity are very skilled sales and support people and I definitely believe they can further build the market for eye tracking within market research”, says Peter Hartzbech, CEO at iMotions, Inc.

About Acuity

Acuity ETS Limited was established in 2008 and has rapidly grown since its inception providing eye tracking solutions for both commercial and academic clients. Focused on providing a tailored solution for each client Acuity pride themselves on their knowledge, customer service and market leading products. To find out more about Acuity please visit www.acuity-ets.com

About iMotions

iMotions is a global eye tracking software company headquartered in Denmark with additional offices in US, India and Mexico. With several patents pending on eye tracking, reading detection and measurement of pre-attentive emotional response through the eye, iMotions owns the most advanced eye tracking software technology in the World. iMotions is a Microsoft's Gold Certified partner and member of ESOMAR and ARF. For more info please visit www.imotionsglobal.com