Release Notes
New Features

✔ A Truly Independent Biometric Research Platform - Attention Tool® now runs without eye tracking
Having always incorporated eye tracking functionality into its core product, iMotions takes a huge leap forward by allowing Attention Tool® 5.0 users to run studies with biometric sensors - with or without eye tracking. The new core stimuli presentation license allows researchers complete flexibility in both functionality and pricing. Present stimuli (images, videos, websites or games) and collect data to aggregate and analyze with one or ANY number of input modalities including: facial expression recognition, EEG, GSR, Surveys, or eye tracking. Use one or use all, integrated and synchronized in the same easy to use unified software platform. Begin or expand your research with additional licenses at any time, paying only for what you need.

✔ Integration of Facial expression recognition and analysis – The FACET Module
The new FACET Module integrates Emotient’s (Facial Action Coding System) FACET™ algorithms, providing the ability to track and analyze emotional responses in real-time, using only a web-cam! FACET Detects and tracks the 7 facial expressions of primary emotion, as well as positive, negative, and neutral responses, and blended composites of two or more emotions. Applied at more than 130 universities and based on 20+ years of scientific research, FACET is an exciting and powerful addition to the Attention Tool® 5.0 lineup.

✔ Integration of AT B-Alert high definition, wireless EEGs headsets – EEG Sensor Module
The B-Alert AT-Series EEGs are now fully integrated into Attention Tool. Now you can conduct high definition EEG studies and even measure Cognitive workload, with the additional ability to include & sync all other supported biometric sensors and eye tracking. Widely used in human behavior and military applications, the raw data exports of this headset are FDA approved on the AT4 and will be approved on AT10 and AT 24 within months.
5.0 Improvements

Improvements, Continued

• New live and replay visualizations of eye tracking and sensor data. New drag and drop interface.
• Sensor and eye tracking status bar (eye finder etc.) updated.
• Study setup now includes sensor configuration. The platform validates if sensors associated with a study are active before starting capture.
• Survey Matrix – Export all survey responses into a merged matrix output which can be easily imported into statistical software tools.
• Both eye tracking and sensor data are visualized inside the AOI editor.
• Sensor signals are aggregated across respondents.
• Improved Q-Sensor GSR visualization, battery and frequency indicator.
• API event forwarding supports data from ABM EEG headsets and FACET facial expressions.

Minor Improvements

• Outlier detection system is set to OFF by default.
• Visualization buttons in Analysis have changed position.
• Terminology changes: “Gaze Replay” is now “Replay”, “Beeswarm” is “Aggregate” and “AOI” is now “AOI & Markers”.
• Analysis calculation optimizations for large studies: these are now 20% faster.
• Simplify glasses data import – Screen Recording stimulus is set up automatically.
• The trial button tool tip now has the “Data will not be saved!” message added.
• In Analysis, you may now right click to delete an analysis without having to finish the calculation.
• There is now a button for each of the functions: cancel video export, cancel backup/restore, and cancel study export
• In Respondent Statistics you can now see which sensors a respondent was tested on.
• Set outlier to ON/OFF. Default is OFF. If you wish to focus on Emotional Response, then you should turn it on manually.
• Sound can be disabled during replay of videos.
• Bug Fix: time stamps on web cam recordings disappeared upon restart of Attention Tool.
• Bug Fix: line breaks in Text input element will not break the export of survey data.
5.0 System Requirements

What you need:
A good laptop (or stationary) computer running minimum 2.5 Ghz (Intel i7)
At least 8 GB of RAM
Dedicated graphics card
Screen resolution of minimum 1600 x 1050 pixels
An extra monitor to support dual screen setup
Microsoft Windows 7 Professional – 64 bit – preferably English installation
Microsoft Internet Explorer 10 (make sure “Zoom” is at 100%).
Windows Media Player 12 is installed
An internet enabled network connection

Laptop recommendation: Lenovo ThinkPath T530

For better performance
- NVidia Graphics card
- HD+ (1600 x 900 px) display
- or FHD (1920 x 1080 px) display

IMPORTANT:
If you run on Windows XP or Vista you NEED TO UPGRADE to Windows 7 Professional.
Microsoft does not support XP nor Vista anymore and Attention Tool® runs with the latest technologies available.

What we recommend additionally:
- Adobe Acrobat Reader + Microsoft Office 2007
- Respondent Web cam recordings
  - Microsoft LifeCam HD 3000 (Low end 30 USD)
  - Logitech HD Pro C920597 (High end 100 USD), for FACET
REMEMBER to backup your studies before upgrading.
Download the full installation package (665 Mb) using the following link:

http://www.attentiontool.com/downloads/AttentionTool50.zip

If you already have a prior version of Attention Tool installed, please use the following link to upgrade from 4.9:

2. Save the zip file on your local machine
3. Extract files from the zip folder into the “C” drive
4. Browse to the file Setup.exe
5. Follow instructions in the installer to complete the installation
6. Run Attention Tool to initiate the application registration process

**Installation of Attention Tool 5.0**

Enter the **Customer ID** provided by iMotions A/S – in case you are an existing user of Attention Tool, a Customer ID has already been provided for you.

The **Product Key** – also provided by iMotions A/S - is unique for each installation of Attention Tool and during registration it will be locked to the host computer.

Verify that the application **license expiration and module activation** correspond with your agreement with iMotions A/S.

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In the Attention Tool installation package, we have provided a number of sample studies which you can try out.

1. Select "Load Study From File" from the "File" menu.
2. In the window that appears, click the "Browse" button to select which study to load.
3. Browse to the folder where you downloaded and extracted the "AttentionTool50.zip" package. Locate the "SampleStudies" folder, select study.
4. Click "Load Study" to import the selected study into your Attention Tool library.

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**ECCO Case Study Database**
The data behind the ECCO case study. Comparison test between 3 print ads.

**Survey Sample Study**
Shows the Survey Module capability. (Req. Survey Module)

**Trawell Study**
A larger demo study to demonstrate comparison test, emotions on print ads.

**Kraft/Cadbury Ad Movie**
Demonstrates movie analysis, also includes still scene-analysis.
Find more information on the iMotions Extranet!
As an iMotions client you have a login for the Extranet – sent to you by email.

Go to  http://imotionsglobal.com/extranet/
We hope you like our new release and please keep sending ideas for improvement and new exciting features that you believe would add value to Attention Tool!

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