



PoliFX

Simply Eyemazing™

Use your gaze to
interact with the system
and understand the
customer's interests.



THE EYE-TRACKING COMPANY

UNIQUE USER EXPERIENCE

PoliFX is an eye-controlled Kiosk Solution able to detect through the **integrated webcam** the presence of an individual in front of the system, its age and gender, and through the integrated **Eye Tracking system** the individual's eye movements on the screen. These characteristics revolutionize the way companies can

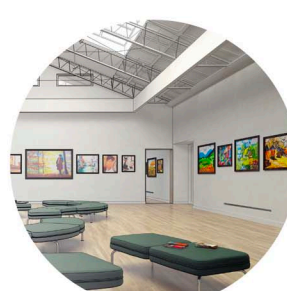
communicate with their customers in various contexts, as the interaction through the gaze creates a strong engagement and low entry barrier being **highly intuitive and a natural way of interacting** with the device, and as it allows to present **targeted content** based on the users interests.



**RETAIL,
MARKETING,
ADVERTISING**



**INFO POINT
IN PUBLIC
ENVIRONMENTS**



**MUSEUMS
AND
EXHIBITIONS**



GAMING

STRENGTH



EASY TO USE
with our **patented automatic calibration algorithm**, the experience has no entry barriers



AUDIENCE ATTRACTION
thanks to vocal stimulation



HIGHLY INTUITIVE
and natural way of interaction



TARGETED CONTENTS
to create more meaningful experiences for your customers

ADDED VALUES

Available in a **standard or customized** design

Targeted content based on visual attention

Brand Activation thanks to innovative experience

Strong **engagement**

Call to action impact thanks to printed ticket

Conversion increase in PointOfSales

Drive traffic to strategic touchpoint

Online **analysis dashboard** of collected user data



The **PoliFX Solution** includes the following components:

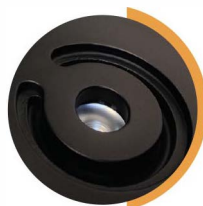
BUILT-IN WEBCAM

Integrated with biometric detection for: the presence of an individual, age and gender and emotional state.



SOUND AMPLIFIER AND LOUD SPEAKERS

optimized user engagement with sound.



LCD SCREEN (VARIOUS SIZES)

High definition display to show your tailored content.



TICKET PRINTING DEVICE

hand out personalized information to users offering a strong call-to-action tool.



EYE TRACKING DEVICE

Able to track most people allowing free head movements without individual calibration.



EMBEDDED PC

with network connectivity.



REFERENCES

EXPO 2015 Milan

VODAFONE
Milan

MUSE Science
Museum
Trento

FASHION WEEK
Milan

BIT
International
Tourism Exchange



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