



THE EYE-TRACKING COMPANY

PoliFX

An eye-controlled Information Kiosk Solution

PRODUCT INTRODUCTION

About Us



THE EYE-TRACKING COMPANY

SR Labs was founded in 2001, when Eye Tracking was used almost exclusively within research labs. We have 15 years of experience creating eye controlled interfaces and attention based research.

We are leaders in the fields of system integration, healthcare, augmentative communication and increase of the autonomie of people with disabilities, market research & usability, digital signage.

Experience

Over more than 10 years SR Labs has developed a strong expertise in the Eye Tracking Technology, in all of its methods and applications.

more than
200

marketing researches

more than
100

usability tests
and UX projects

more than
50

integration projects in
several areas such as
security, automotive,
surgical, retail and medical

more than
2000

patient all over the
Italian territory
actually using our
eye-controlled
assistive technology

more than
100

laboratories and
research institutions
equipped with Eye
Tracking Technology
through our support
and training

Added Values

The solution offers among others the following added values:

Promotional tool
for qualified
customer
dialogue

Adaptation
of the content
depending on the
user's interest/
behaviour

Convey highly
**targeted
content**
based on visual
attention

**Brand
development**
by connecting the
brand to a highly
innovative user
experience

Strong
engagement

**Conversion
increase**
in PointOfSales

Drive traffic
to product
category in retail
stores or to a
branded desk

Receive
user data
for behavioural
analysis

Online web-based
**analysis
dashboard** that
additionally supplies
real time statistics

Solution

The PoliFX Solution includes the following components:

- **A BUILT IN WEBCAM**

that is integrated with a biometric detection algorithm allowing to detect: the presence of an individual, age and gender and emotional state.

- **AN LCD SCREEN (VARIOUS SIZES)**

- **A BUILT EYE TRACKING DEVICE**

- able to track almost any individual
- allowing for large head movement freedom
- not requiring any individual calibration

- **SOUND AMPLIFIER AND LOUD SPEAKERS**

- **A TICKET PRINTING**

device (thermal paper) that allows to hand out to consumers an information of the visualized content or chosen offering as a strong call-to-action tool.

- **AN EMBEDDED PC**

with network connectivity



Alternative Design

The design is very **flexible** and can be either built into an

existing individual housing

integrated into a shelf

or implemented in an custom designed housing



01/

CLIENT

contents / graphics

02/

CMS SRLABS

03/

KIOSK POLIFX

Workflow

The solution integrates a powerful data exchange structure allowing to import data from the customer and retrieve statistics for analysis.

05/

COUPON

(Call-to-action,
Cross-channel)

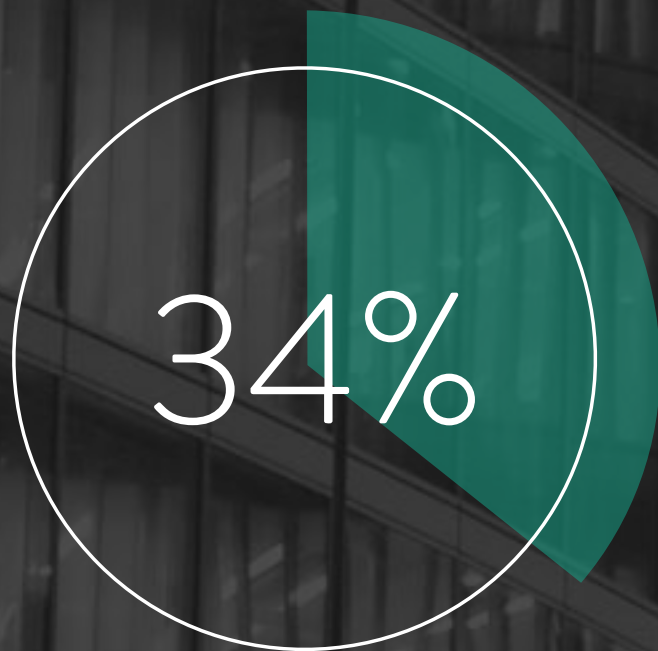
04/

DASHBOARD

- Eye Tracking Data
- User Profile Data
- Usage Statistics

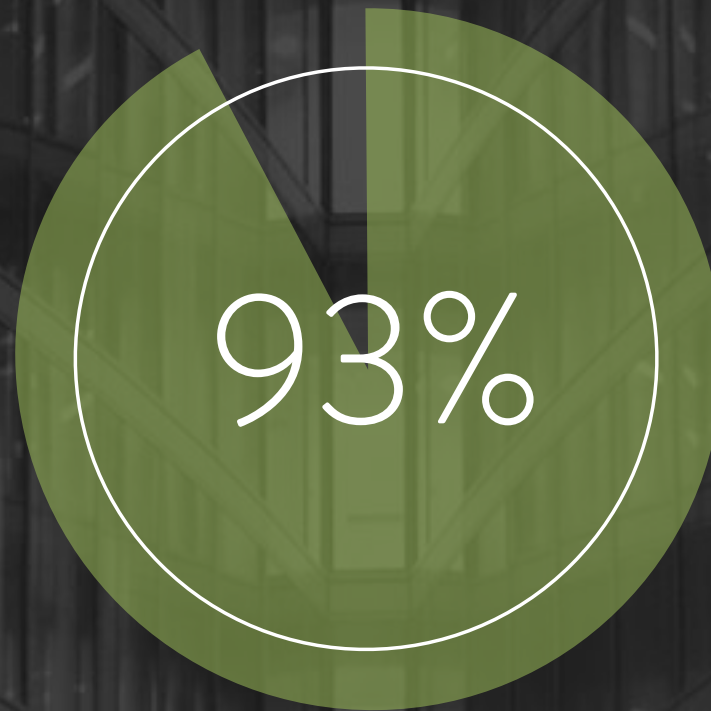
Performance

The visualized data can also be split in order to show: a cumulative analysis over all content pages



High level of engagement

34% of all individuals who passing by notice the device start using it.



Ease of use

93% of those who start the interaction explore at least the first level of page sets.



High efficiency of the call-to-action

13% of the users that started the interaction reach the call-to-action tools at the end of the page sets.

Benefits

PoliFX is a highly innovative Information Kiosk Solution that includes the following:



A high number of **attracted** individuals

A uniquely **low barrier** for engagement

A high level of **involvement** (as offering fascinating experience)

Keep user even more involved by showing **targeted content** based on user's actual interest

Strong **call-to-action** impact thanks to printed ticket

References

VODAFONE Milan, IT



The system has been placed for six months in different Saturn shops in greater Milan area (Italy) with Vodafone branding and Vodafone interactive promotional content and call-to-action functions.

References

MUSE Science Museum Trento

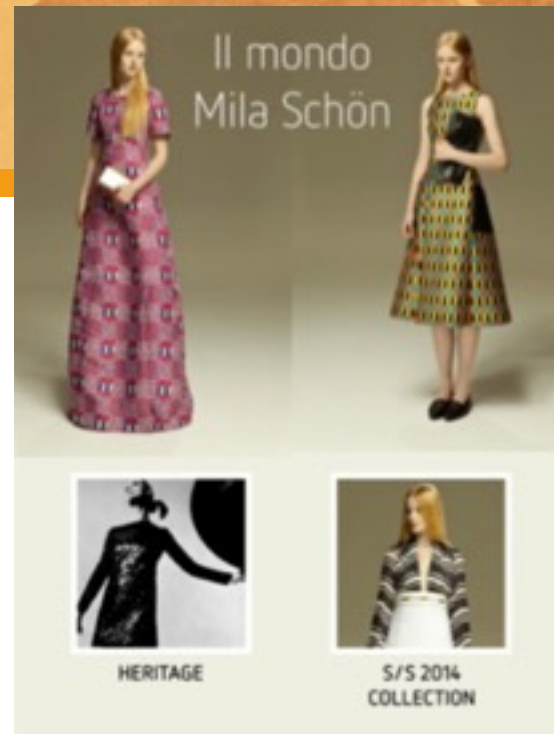
A custom designed version (according to the museum's guidelines determined by Renzo Piano) has been placed at the new Muse Museum in Trento, Italy, to allow visitors to experience gaze control in a game, involving exploration of planets.



References

MILAN FASHION WEEK Milan, IT

The Solution had been placed in an high affluence area to generate interest and promote custom content to visitors and generate traffic to the designers showroom.



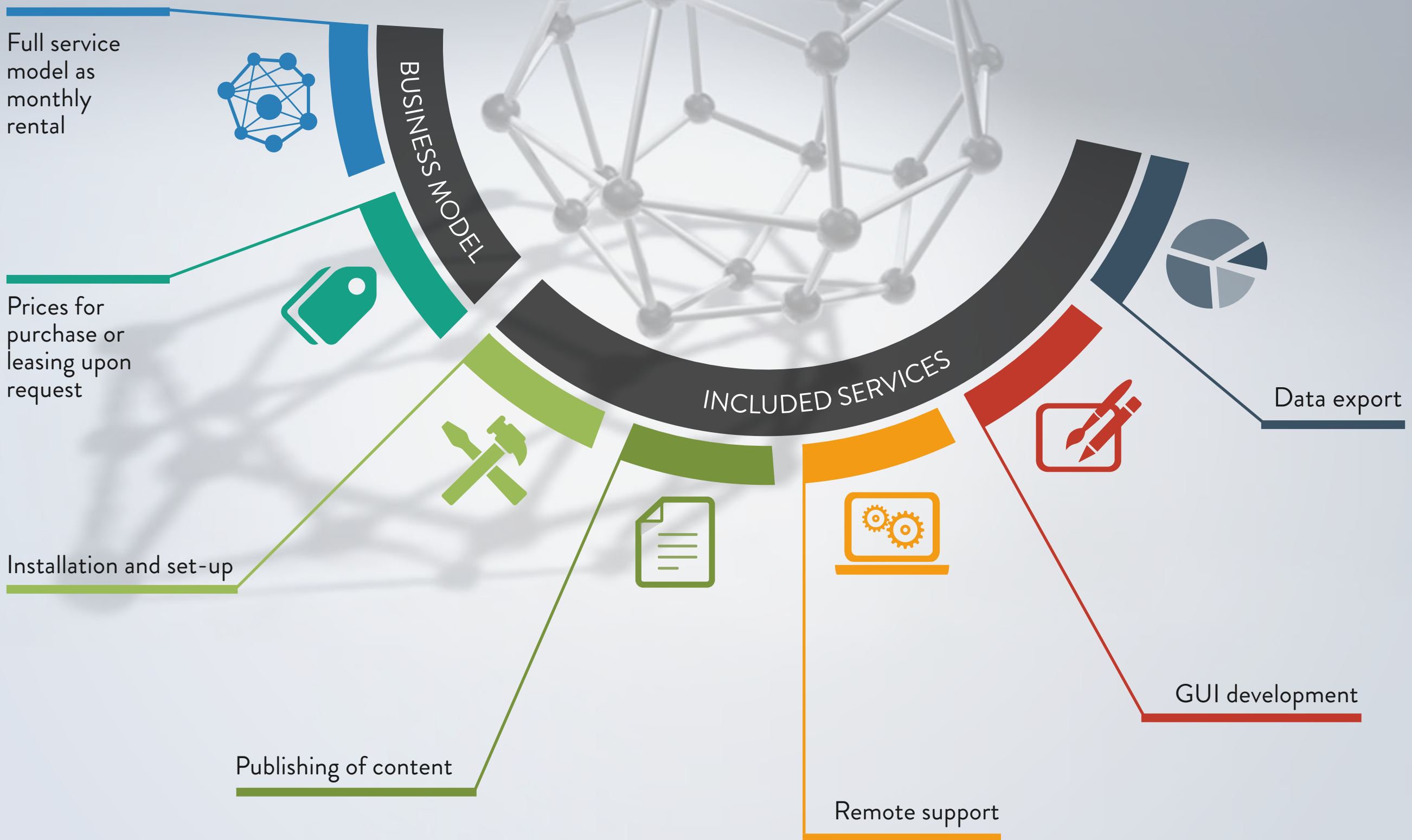
References

EXPO 2015 Milan, IT

Nestle @ EXPO

Three systems have been placed for Nestle on EXPO Milan 2015 in order to allow visitors to explore the visual perception of food of consumers in an interactive game developed by Next Group.





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