

Noldus

Information Technology

Assess. Understand. Influence.

- Observe eating, shopping, and other consumer behavior
- Gain insight in spatial behavior of consumers
- Integrate video, facial expressions, eye tracking, and physiology and more
- Meet our highly trained consultants
- Join a worldwide community of users



The Observer® XT – Ideal integration platform, used by 20,000 professionals all over the world.

Virtual Shop – Realistic and flexible product testing by accurately measuring the response of test subjects while they move around the Virtual Shop.

Lab solutions – From portable to customized stationary observation labs to record video, eye movements, physiology, and behavior. Observe behavior in a lab, store, or in-house setting and experience the excellence of Noldus' solutions.

FaceReader™ – Assess emotions with the unique software for automatic analysis of facial expressions.

TrackLab™ – Gain complete insight into the movement of customers in your retail environment.

Consulting services – With highly trained consultants, a multitude of tools, and over 25 years of experience, Noldus can be a partner in progress by implementing the latest techniques in measuring advertisement power, product usage, and ultimately consumer food choice behavior.

Visit us at booth #3
www.noldus.com