Noldus Information Technology

Innovative solutions for behavioral research
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Noldus at a glance

• Developer of professional software, hardware and integrated solutions for behavioral research
• Founded in 1989 by Lucas Noldus
• 165 employees in 9 countries
• Customers: applied and academic research in human factors, psychology, health, consumer behavior, neuroscience, smart farming
Products

• **Viso** — Easy to use video recording and annotation for UX testing, training, etc

• **The Observer** — Computer-aided observations and integration of multi-modal data streams

• **FaceReader** — Computer vision based software for analysis of facial expressions for emotions, etc.

• **TrackLab** — Analysis of location-based behaviors
Innovation Roadmap

Data Acquisition
Synchronized

Real time Analysis

Data Lab
Secured

Insights
Enriched

Privacy / GDPR / HIPAA compliant
Security & Accessibility
Research Centered Design

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Previous experience in Collaborative Research

• Very active in projects, currently 20-25
  • Co-development with technology providers
  • Co-development with customers/market
• **AIDA** – Manunet – developing usability solutions for industry
• **FoodFriend** – ITEA – human factors tube feeding in the home
• **BCI Lab** – EFRO – Mental states in HCI studies
• **AIMS-2-TRIALS** – IMI/H2020 – Smart baby suit
Collaboration Expectations

- All types of funded project from Eurostars to Horizon
- Aim: Develop our technology
- Not normally coordinator for larger projects

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