Noldus Information Technology

Innovative solutions for behavioral research
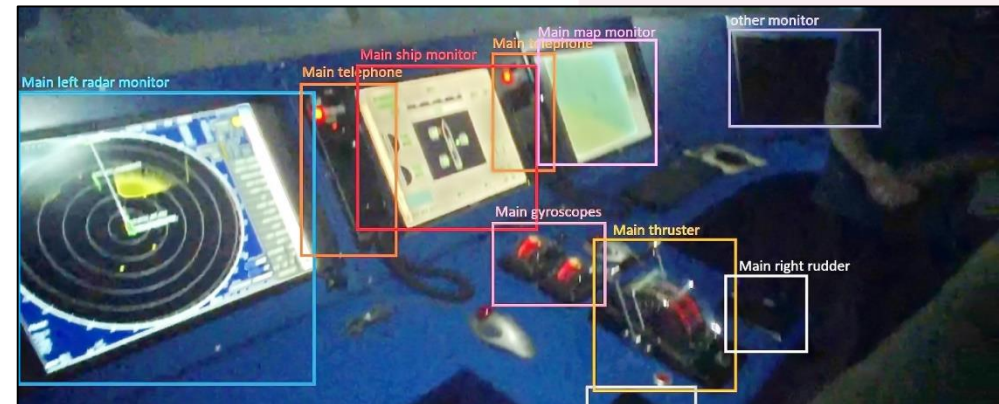
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Noldus at a glance

- 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
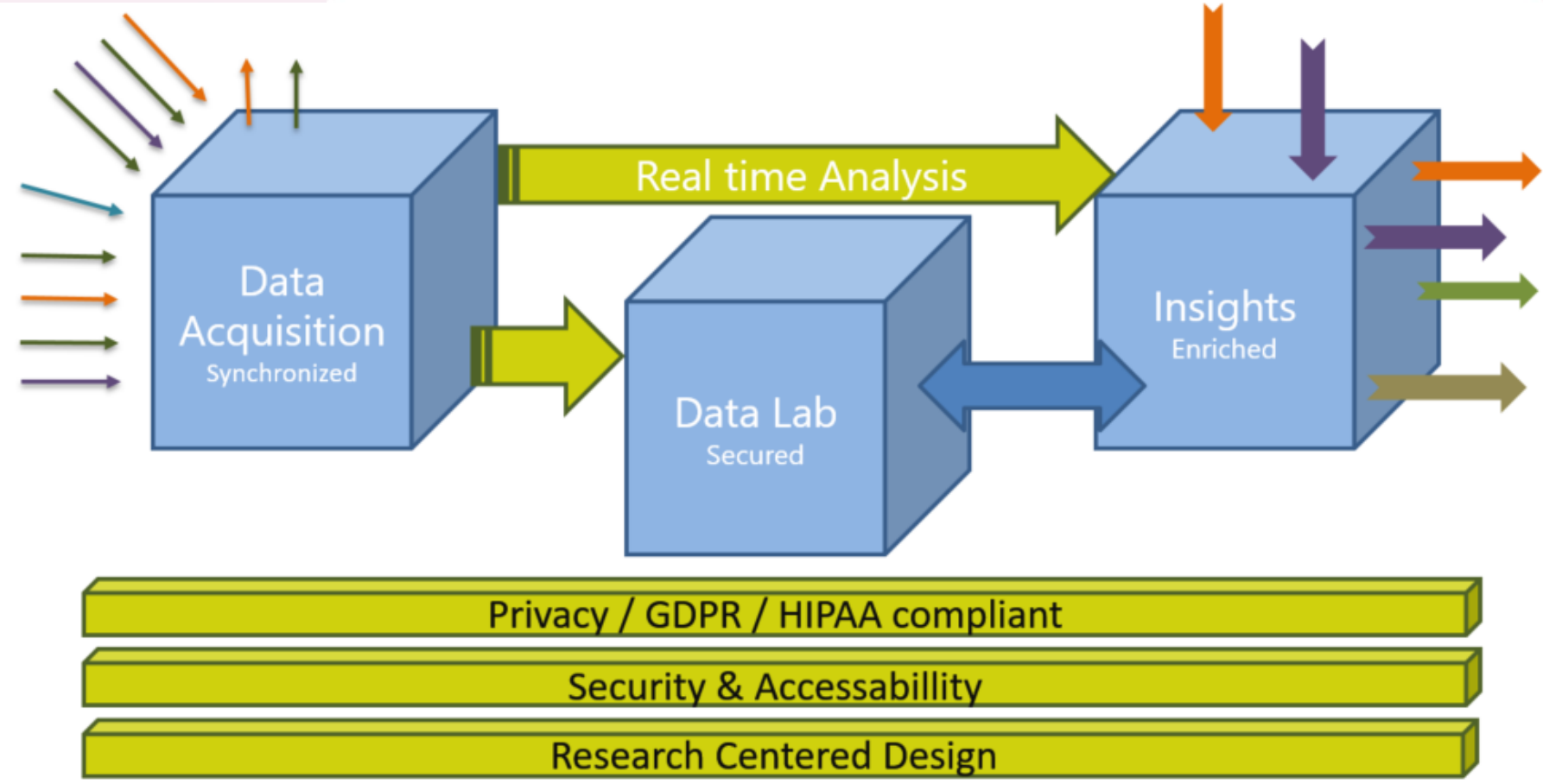
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Products

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

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

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

- **TrackLab** — Analysis of location-based behaviors

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Innovation Roadmap

Data Acquisition Synchronized

Real time Analysis

Data Lab Secured

Insights Enriched

Privacy / GDPR / HIPAA compliant

Security & Accessabillity

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

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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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