



EyeTracking, Inc.

TECHNOLOGY WITH A VISION™



PACKAGE DESIGN EVALUATION

**More Than Mere Preferences:
Visualizing The Decision Process**

> Package Design Evaluation

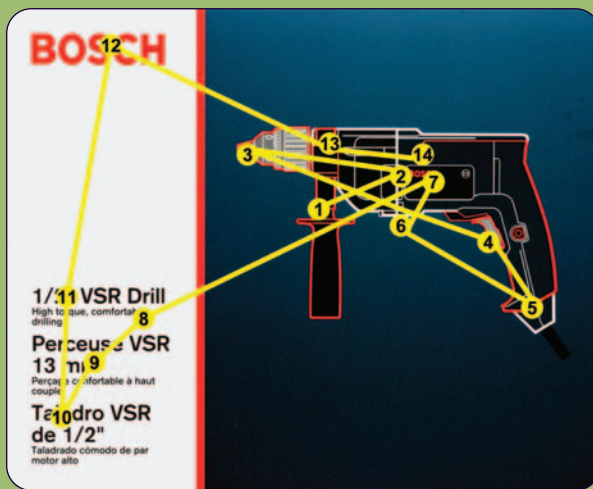
> MORE THAN MERE PREFERENCES: VISUALIZING THE DECISION PROCESS

Does your package break through the clutter? With more than 70% of buying decisions made in the store, the package is the best and last opportunity to make a sale. By blending science and technology, EyeTracking, Inc. measures how people see and perceive your brand *even before it hits the shelf*.

Concrete Evidence

Your market sees your product in a fundamental way, through their eyes. At EyeTracking, Inc. we enable you to capitalize on this fact. Monitoring consumers' eyes, we can identify literally how people look at your products and help you to create eye-catching designs that convey the selling message.

> Focus On Packaging



GazeTransition™ before package redesign.

“EyeTracking's superior technology has opened up a whole new world of evaluating product packaging design. Now, I'm looking at consumers' real-time observations of packaging graphics - and in virtually a fail-safe manner, understanding the immediate effectiveness of visual presentations, readability of type, impact of color, and flow of information. It's a real competitive advantage.”

Dave Olsson
President - Marketing Support Inc.

EyeTracking, Inc. harnesses the power of the eyes to accurately identify why consumers are, or are not considering your package for purchase.

Using our patented biometric algorithms, eye-tracking technology, and psychological techniques, we enable our clients to understand how people see, think and feel about their products. Whether for live packages, prototypes, or design concepts, EyeTracking, Inc., provides unbiased information about the consumer perspective.

Our solutions take your packaging far ahead of the competition... **giving you the edge every time.**

**WE DELIVER MORE THAN RESULTS,
WE PROVIDE SOLUTIONS**

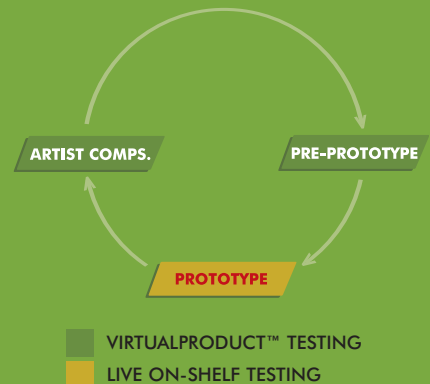


GazeTrace™ shows which products are noticed first, last and never as a shopper scans the shelf.

> Branding - Save Time, Save Money

VirtualProduct™ technology allows design enhancements and testing to be applied through the package development lifecycle, far before costly prototypes are introduced.

- > Starting early in the project cycle, you can narrow down widely ranging design options by testing artists' comps.
- > More complete comps for either part or the whole box can be applied in a 3D environment to a simulated package in a variety of settings.
- > Now, with a wealth of knowledge and optimizations already applied to the branding, superior prototypes can be made for final pre-release testing.



FROM ARTIST INCEPTION TO SHELF REALITY VIRTUALPRODUCT™

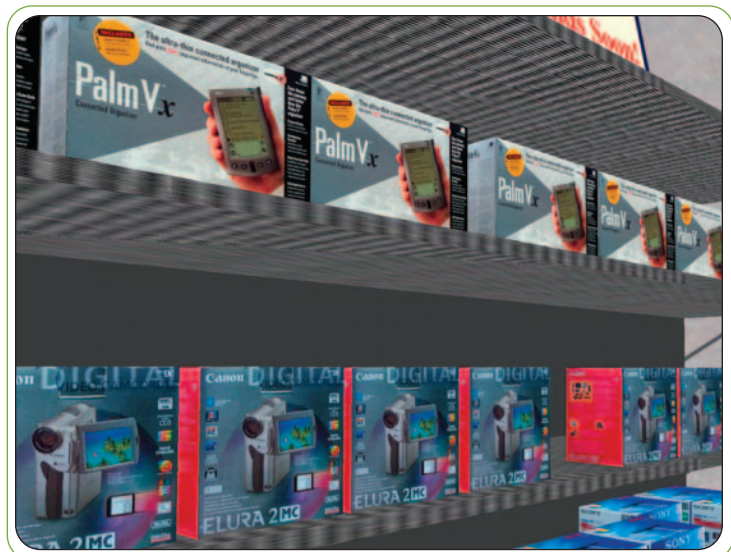


VirtualProduct™ Image

Utilizing the latest in simulation technology, EyeTracking, Inc.'s VirtualProduct™ will let you see your product on the shelf before the package design has left your computer. In a realistic environment, enhance your package before costly prototypes are built. Know if innovative designs create a positive or negative impact on the consumer experience.... and your brand.

See how consumers' eyes interact with both your own and your competitor's brand on the shelf. Be able to detect and correct if you lose impact when packages are displayed at varying placements, as in real-life. Let consumers interact with the package. Can they find the information they need to make the purchase decision?

VirtualProduct™ provides a fast and cost effective method to simulate the shopping experience when evaluating packaging changes for your brand.



VirtualProduct™ Image



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APPLICATIONS

- > **Package Design / Redesign Optimizations:** (style and format of design, content, placement). Investigate how the consumer interacts with the package, which elements are noticed first, last... never?
- > **Competitive Analysis:** Understand how the consumer regards your brand compared with your competitor's brand.
- > **Shelf Impact:** Evaluate design to guarantee consumer attention. Identify strategic shelf position. Ensure your product stands out from the competition.

METHODOLOGIES

- > VirtualProduct™ technology
- > Eye-tracking: point-of-gaze and proprietary measures of *affective* responses
- > Live Package and Shelf Testing
- > Computer Assisted Personal Interviews (CAPI)
- > Individual In-Depth Interviews (IDIs)
- > Online / Internet testing

EYETRACKING INC., AND PACKAGE DESIGN

- | | | |
|---------------------------|----------------------------|-----------------------|
| > Brand Identification | > Placement | > Confusions |
| > Shelf Impact | > Logo | > Misidentifications |
| > Messaging Communication | > Legibility / Readability | > Impact of Color |
| > Aesthetic Appeal | > Brand Perception | > Flow of Information |
| > Graphical Elements | > Product Perception | > Comprehension |
| | | > Brand Recall |

**Don't let your brand get left behind.
Contact EyeTracking, Inc. today.**

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