

IVP Announces Integrated Emotional & Behavioral Measurement Lab Solution

Contributed by Interactive Video Productions
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Interactive Video Productions, the leading provider of mobile research labs, has launched MobiLABâ„¢ Integrated offering fast, comprehensive behavioral and emotional measures combined into one lab.Â

MobiLABâ„¢ Integrated, powered by iMotions, combines and synchronizes responses to any type of stimuli, capturing behavioural and emotional measures from Eye Tracking, Facial Coding, EEG, GSR, EMG, ECG and self-report surveys. Â

Accompanied by an experienced IVP System Operator, MobiLABâ„¢ Integrated, offers flexible lab solutions for a variety of research scenarios, including: projects with screen based stimuli, packaging, mobile devices, real life environments or more traditional in-person interviews.

Commenting on the news, Bob Granito, President, IVP said, â€œWe are excited to offer a flexible and cost-effective integrated solution that allows researchers to gain insights into both behavioral and emotional responses. â€œ

Bob Granito will exhibit at The Quirks Event on Feb 23 & 24 in NYC.