



Tools for Measuring Behavior



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16 March 2018



Noldus Information Technology

Innovative solutions for measuring behavior

- Developer of professional software, hardware and integrated solutions for behavioral research
- Founded in 1989 by Lucas Noldus
- 150 employees in 10 countries

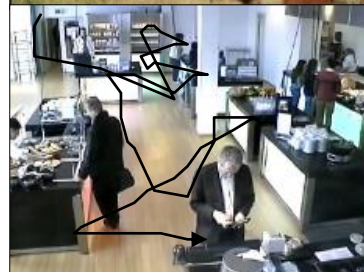


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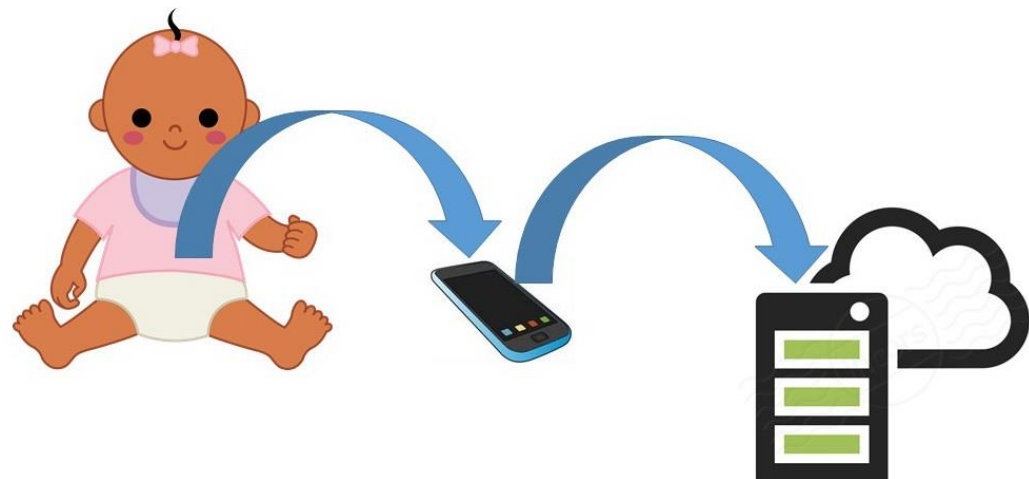
Our customers

- > 8,500 customers in 98 countries
- Researchers:
 - All major universities in Europe, North America, Asia
 - Industrial customers like pharmaceutical companies, car manufacturers
 - Neuroscience, psychology, human factors, zoology, health, consumer behavior, precision livestock



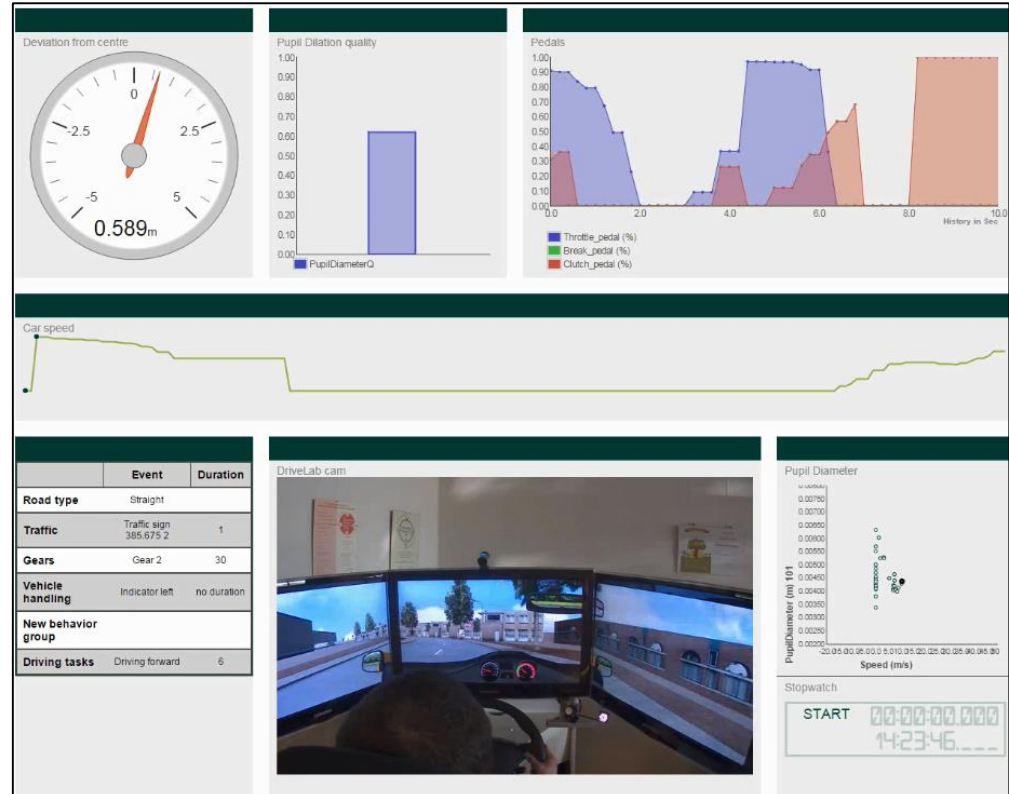
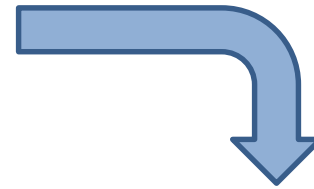
Collaborative projects

- About 20 current national & international collaboration projects
- National, regional and EU funding
- AIMS-2-TRIALS project:
 - Innovative Medicines Initiative H2020
 - Smart baby suit to measure activity of babies at risk from autism 24/7 at home



Data Synchronization and Integration

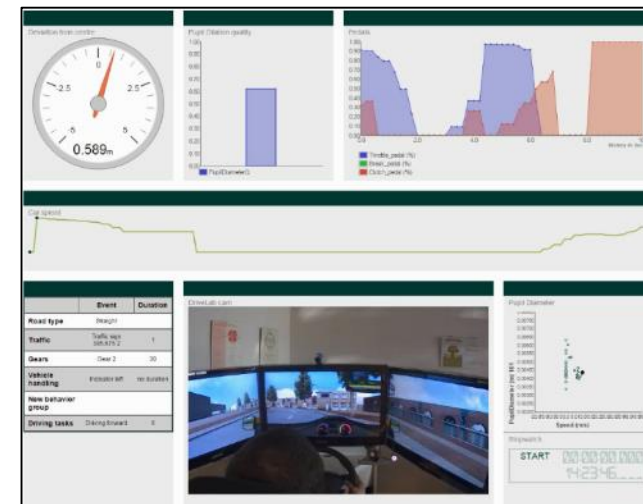
Sensor Fusion, Behavioral Classification and Analysis



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Use Cases

- What was the workload of the pilot whilst she was landing?
- How alert is the passenger of an automated car when the car hands back control?
- How nervous was the suspect during the interrogation?
- How good was the communication in the crisis-management meeting during the periods of highest stress?
- Do the cows which graze outside show more natural behavior?



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