

# Noldus Information Technology BV

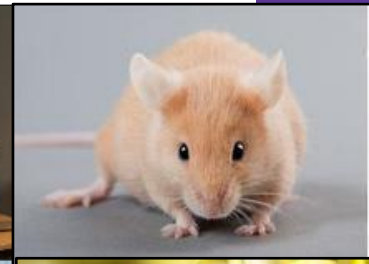
## Intelligent Behavior Research Platform

**Dr. Andrew Spink**  
14 February 2014

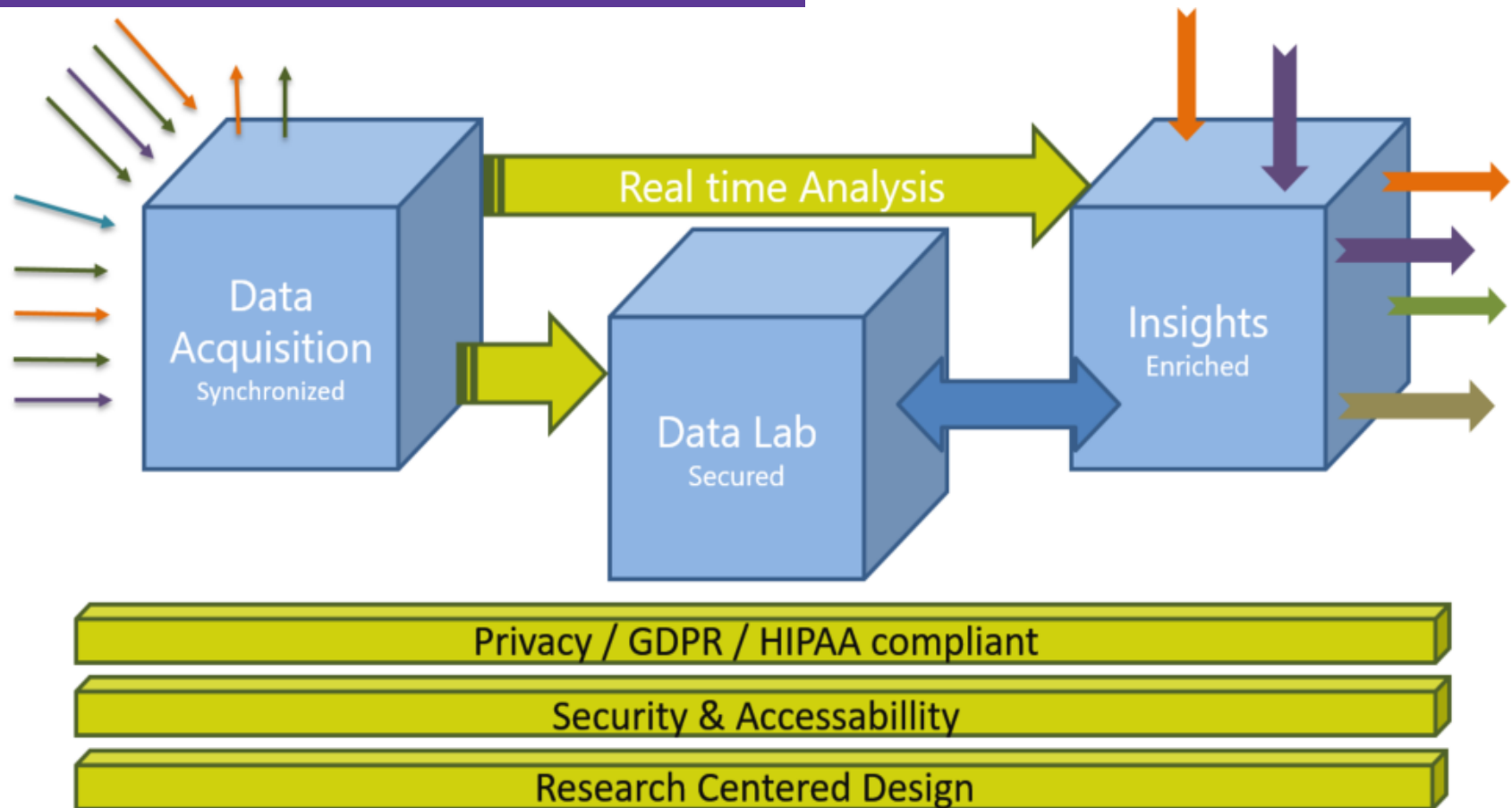
**Noldus**

# Noldus Information Technology

- Noldus creates innovative tools for measuring behavior: from data collection to discover of insights.
- Founded 30 years ago, 160 employees in 9 countries
- 9000 customers in 98 countries: academic and industrial researchers

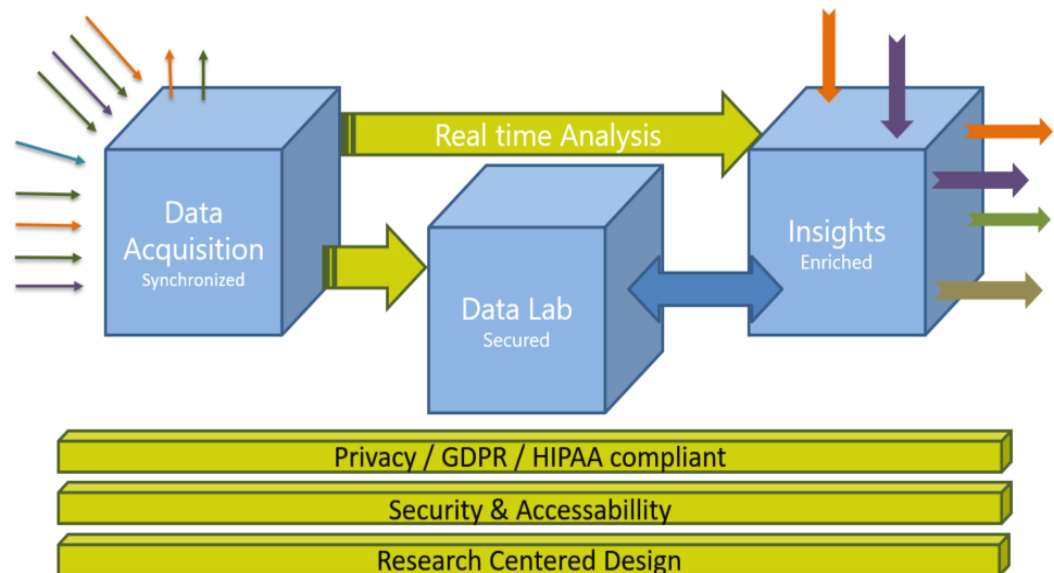


# Intelligent Behavior Research Platform

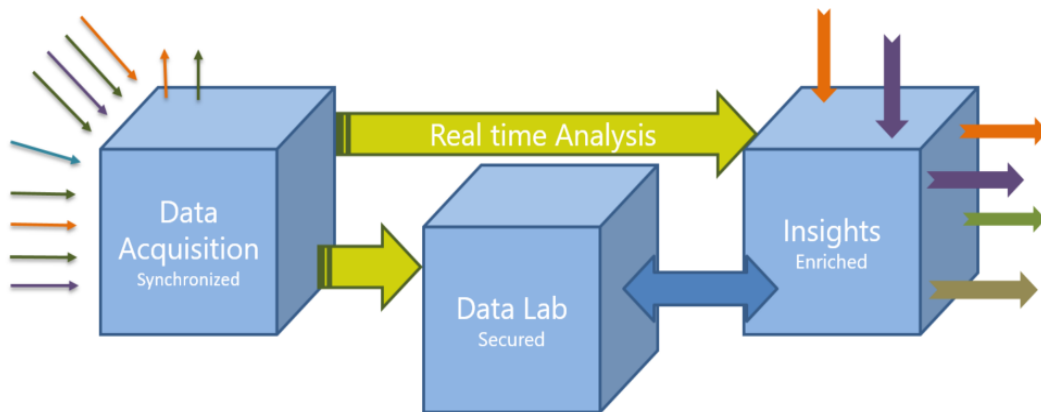


# Intelligent Behavior Research Platform

## Inputs (partners)

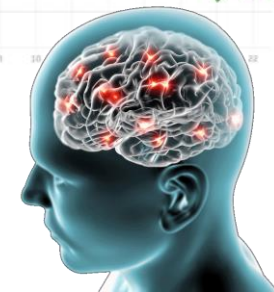
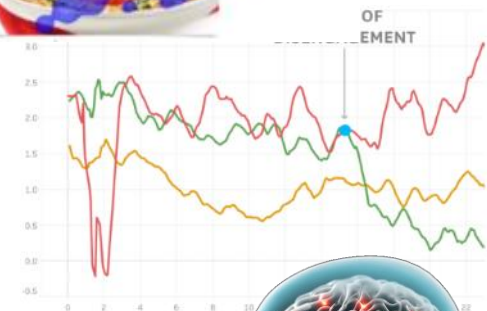
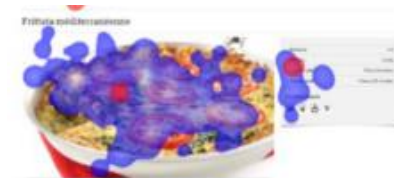


# Intelligent Behavior Research Platform



- Privacy / GDPR / HIPAA compliant
- Security & Accessability
- Research Centered Design

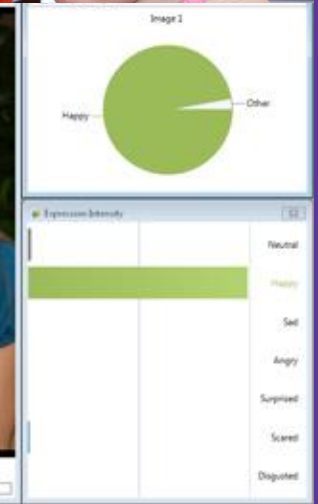
## Outputs (partners)



# Intelligent Behavior Research Platform

- UX/design
- Psychology
- Neuromarketing
- Medical simulation and training
- Precision livestock

## Market Applications





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# Intelligent Behavior Research Platform



## Contact

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