

# New Tools for Measuring Animal Behavior

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*Advance your behavioral research*

# Project idea: Smart Annotator

- Part of a project, e.g. a work package
- Video tracking used to measure the behavior of animal models of diseases
- Noldus' EthoVision can do that for pre-defined behaviors in rats & mice
- We are developing AI software that the user can train to recognize new behaviors, different species, new situations, etc.



# Project idea: integration with open source

- Part of a project, e.g. a work package
- Noldus is market leader with products like EthoVision, PhenoTyper, DanioVision, CatWalk (50 000 publications)
- Researchers increasingly also use open-source tools like DeepLabCut, SLEAP
- We want to make a platform which seamlessly integrates open-source trackers, analysis, etc with our own software



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# Looking for partners

- Researchers who are potential end-users of our tools/or providers of training data for AI
- Technology companies who are developing sensors, algorithms and open-source tools which we might want to integrate into the platform
- Coordinating a project
- Open to diverse funding sources:
  - Horizon
  - EFRO (EFRD)
  - Interreg
  - Eurostars
  - ITEA
  - ...



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## **Experience:**

- Solutions to advance behavioral research
- Founded 35+ years ago, 130 employees
- Based in Wageningen, active globally
- 60 000 users in 100 countries
- 140+ collaborative projects

## **Expertise:**

- Professional software and hardware development
- Data integration and synchronization, sensor fusion
- AI/machine learning, analysis, signal processing, statistical analysis
- Audio-Video, data visualization, tracking technologies
- Behavioral methodology
- ISO 27001 information security

# Contact

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