

ASL announces new eye tracking services to the market research community



70% of purchase decisions are made in-store. Imagine being in the 'shoes' of the consumer while they shop? Go where they go, see what they see. Unseen is unsold.

The technology of eye tracking is emerging as one of the most potent tools in the hands of market researchers. It can add an objective dimension in assessing the impact of consumer shopping behavior, packaging design and product placement. Until now, eye tracking has been limited to virtual or artificial environments. To truly gain insight into the consumers' thinking and attitudes natural environments need to be tested.

Now you can... with the ASL Mobile Eye – a breakthrough eye tracking technology from the eye tracking experts. This technology is revolutionizing the use of eye tracking and opening up new worlds of applications and discovery in many different industries and disciplines. The Mobile Eye is portable and combines highly accurate point of gaze with audio capability to record what respondents are saying as they view their environment. Envision the powerful insights you could provide your clients in addition to your standard qualitative methodologies.



Eye Tracking Measures How Consumers Interact With:

- *Packaging Design*
- *Point-of-Sale Displays*
- *Outdoor Advertising*
- *Product Placement*
- *Color Design*
- *Media and Entertainment*

Client Experience:

- *Colgate Palmolive*
- *Proctor & Gamble*
- *Hallmark*
- *Time, Inc.*
- *Lexmark*
- *John Deere*
- *Nike*

To find out how ASL can provide data collection services for client studies or to set up a demonstration of the Mobile Eye, please contact Eileen Smith, Director of Client Services, at esmith@asleyetracking.com or (781) 275-4000 ext. 15. Visit our website to click on video recordings of the Mobile Eye at www.a-s-l.com.

Visualize the possibilities...



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INNOVATIONS IN EYE TRACKING

**ASL launches new eye
tracking service with unique
Mobile Eye Technology**



**The ASL Mobile Eye Tracker goes
where the customer goes.**



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