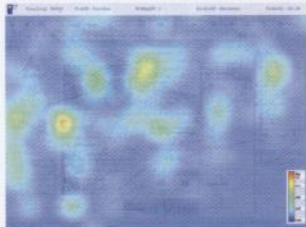


Much as the eyes are the mirrors of the soul, their attention spread and sequence of gazes can be an important quantifier of the unconscious factors that motivate buying decisions and branding processes in today's consumers. In an updated version of its Visualizer software, Germany's eye square gives business the ability to precisely calculate the spread of attention and the sequence of gazes when analyzing ads, TV commercials and websites.

## New Ways to Visualize Eye Tracking Data

According to eye square's Sabrina Duda, the latest incarnation of Visualizer won rave reviews from visitors to CeBIT Asia 2005, where Berlin-based eye square first unveiled Visualizer 3.0. The new version distills eye square's expertise in eye tracking studies into a software package that offers unique and multiple ways to graphically display and quantitatively evaluate eye tracking data.



Density distribution

The new version solves the special challenge of displaying eye tracking data gathered in supermarkets and stores by translating tracking information into 3D models that allow users to see and directly experience tracking data. Users can take a virtual tour through the 3D data space – much like a computer game – and follow the actual gazes and paths of their customers as they make real or even virtual buying decisions. The virtual model is extremely important for category management, where the sorting of shelves is an important factor in buying processes.

While space is too limited for a detailed listing of Visualizer 3.0's many features, the software's versatility is divided

more or less evenly across three main categories: Gaze density dispersions, the analysis of fixations, and the analysis of areas of interest. Fortunately, a picture is worth a thousand words in illustrating the breadth of Visualizer's functionality. Our photo block documents the power of the new release. The picture on the left shows a density distribution of attention with color coding on a website. A second image documents areas of interest with attention and transition paths.



Areas of interest

An internationally-active market research institute located in Berlin, Germany, eye square is the leading provider of eye tracking analyses for consumer research. The company, which was founded in March 1999 by psychologists Sabrina Duda and Michael Schiessl, fields an international team that conducts worldwide studies for global companies in a variety of industries. ■

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## NEWS.....

*PT Comm China 2005: October 18-22, 2005, Chinese International Exhibition Centre (CIEC) in Beijing*

## Promising Chinese Telecom Market

**P**T/Wireless & Networks Comm China 2005 (PT Comm) is the most influential and largest telecommunications event in mainland China for the coming two years. It is recognized as one of the most significant telecom events on telecom operation business, equipment suppliers, system integration business, terminal manufacturers, content service providers, retail business and general consumers.

China, as the most promising market, has generated RMB 572.5 billion (US\$69 billion) revenue from the telecommunications industry in 2004, representing a growth of 11.5% from the previous year. Figures from the Ministry of Information Industry (MII) also showed that the total number of mobile phone subscribers has reached 334.8 million while the number of fix-line users has increased to 315.4 million in 2004. Amidst rapid expansion of the telecom markets and orders for communication products in China, PT Comm is created by Ministry of Information Industry (MII) aiming at offering lucrative business platform and effective channel for the most updated industry information.

The business of national short message service (SMS) experienced robust growth last year. Consumers in mainland engaged a lot at the expenses of ringtone, screensaver and animated wallpaper in individual mobile phone. To capture the demand of value-added services in parallel with its creativity by mobile phone subscribers, the organizers of PT Comm 2005 sets up a new Value-Added Services (VAS) Zone to provide buyers of high quality exchange platform. The exhibits include Mobile Value-added Services, System Integrators, Applications Software developers, Applications Platform Providers and Handset Manufacturers. Apart from it, concurrent symposium will be organized to share with visitors the first hand market information on the topics of Wireless Communication and Technologies, Network Infrastructure, Mobile Phone Value Added Services and Technical Solutions for Mobile Phone Value-added Services and Smart Card Technology. Some exhibitors in this scope includes NMS, DMX, Lightpointe, Infineon, Texas Instruments, etc. With continued growing and promising telecom market, PT Comm 2005 continues to receive widespread supports from industrial leading companies. The overseas show organizer, Adsale Exhibition Services Ltd., expects that the total exhibition area shall reach over 50,000sqm. At present, exhibitors include renowned companies like Alcatel Shanghai Bell, Cisco, Ericsson, Emerson, Fujitsu, Harbour Networks, LG, Lucent Technologies, Microsoft, Motorola, Nokia, Nortel, Rittal, Rohde & Schwarz, Rosenberger, Samsung, Siemens, Tellabs, Texas Instruments, VK Mobile, ZTE and many more.

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