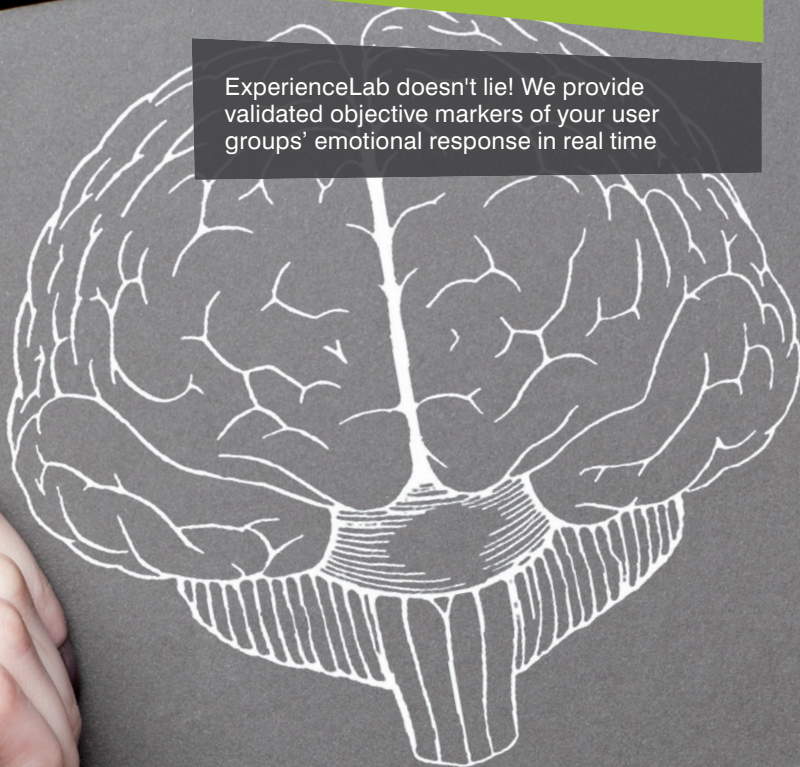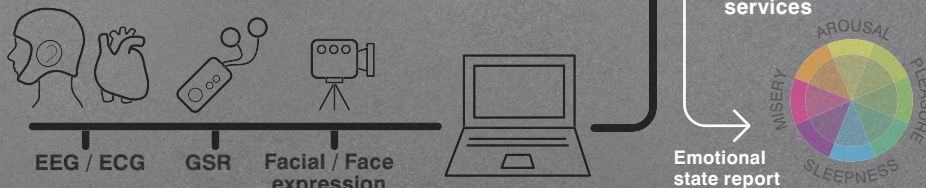# EXPERIENCE LAB

ExperienceLab doesn't lie! We provide validated objective markers of your user groups' emotional response in real time

EEG Data Analysis Services for User Experience Assessment

ExperienceLab data analysis with medical-grade sensor systems integrated in platform: Wireless EEG, Wireless ECG, Wireless GSR, Wireless Respiration, Facial expressions.

Nube

Data Analysis services

EEG / ECG　　GSR　　Facial / Face expression

Emotional state report

AROUSAL　PLEASURE　SLEEPNESS　MISERY

Custom solutions

Any customizable combination of biophysical and neurophysiological sensors integrated with your own sensors and synchronized via recording software can provide you insight in the User Experience.

Analysis services

Advanced signal processing and machine learning methodologies to objectively characterize emotional responses. We provide offline or real-time analysis services.

More info on:
www.starlab.es/experiencelab

System output

- **Unique emotion measure** through multisensory data fusion.
- **Emotion characterization** through the well-established psychological model of the valence-arousal circumplex.
- **Tailored results** visualization for your further usage (internal, marketing, analysis, decision making).

Data analysis offer

We offer 3 different packages of data analysis:

Basic - Electrode individual features
- Signal quality indices
- Spectral analysis
- Valence feature
- Arousal feature
- Workload feature
- Data management in GDPR-compliant proprietary platform

Advanced - Global features
- Basic analysis included
- 4 Global valence features
- 2 Global arousal features
- Circumplex characterization
- Individual and grand average measures

Customized - Tailored to your needs
- We help you to find suitable protocols, study goals, training/assistance in data collection
- Emotional labels upon request (e.g., attention, boredom)
- Prices depend on number of subjects, recording time, and devices
Ask for a quote!
info@starlab.es

Reference customers

ExperienceLab consulting services are provided to the cosmetic and fragrance industry, marketing companies as well as stress managing and wellbeing.

- **Akili**
- **Indissoluble**
- **Givaudan**
- **GSK**
- **Fundació La Caixa**
- **BiocomLux**
- **CorporateVisions**
- **Natura Bissé**
- **Everis**

Starlab mission: to transform science into technologies with a real positive impact on society.

Starlab
LIVING SCIENCE

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IMOTIONS

NE neuroelectrics®