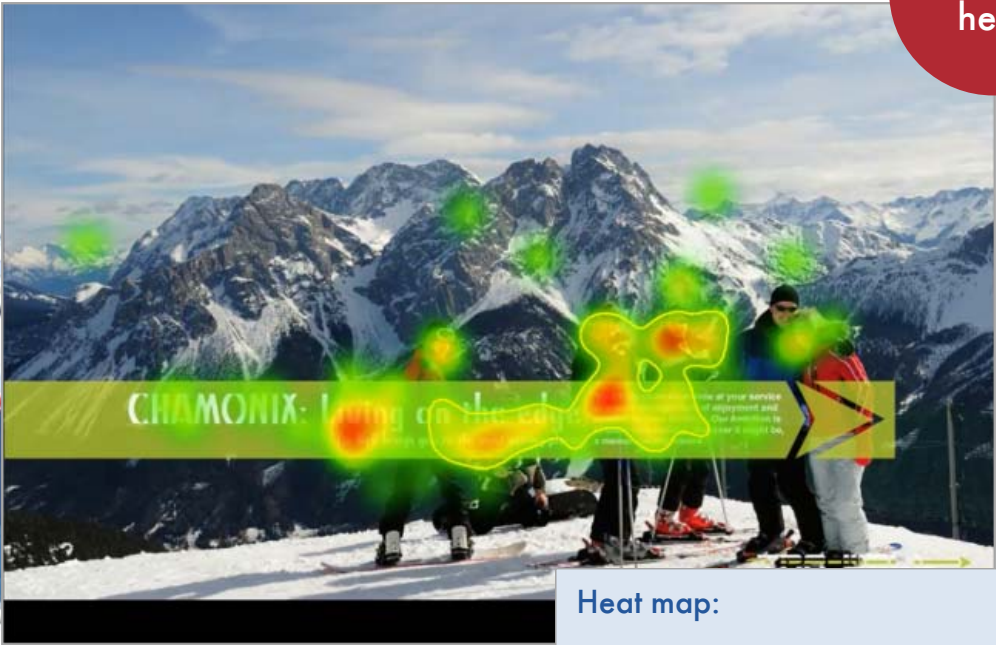


# Eye Tracking: Take a look and pay attention

Click here

Click here



Heat map:  
Overall sample attention represented by heat zones



Scan - Path:  
Visualized representation of the gaze course  
Gaze pattern of one or more observers

Dynamic analysis:  
TV- Spots, POS

Static Analysis:  
Print-Advertising,  
Website