ECS
BROKERAGE
EVENT

SME Pitch: Noldus Information Technology

Multimodal sensor data integration platform

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Noldus Information Technology

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Noldus' Activities

- 30+ years old, 175 employees, based in The Netherlands but globally active, 60 000 users of our products
- Innovative solutions for academic and industrial researchers studying behavior of people and animals:
  - Human-machine interaction, HF, UX Research
  - Practical applications like training
  - Psychology, welfare, health research
  - Neuroscience research, pharmaceutical development
- Expertise: Professional software development, integration/sync, A-V, signal processing, computer vision, AI, analysis/visualization, tracking, etc.
- Previous experience with collaborative projects:
  - Very experienced, >160 EU, national and regional projects
- Contact: Andrew.Spink@noldus.com

happiness   sadness   anger   surprise

Collaboration Expectations

Scope/Idea	*Technology development — software hub for integration, sync and analysis of sensor data (related to behavior)*
Project calls	*e.g. Horizon Europe, Eurostars, ITEA*
Project impact	• *Societal impact due to research of our customers* • *Economic impact due to technology application in multiple global markets*
Consortium	• *Potential end-users of our products, e.g. UX or Human Factors researchers* • *Technology partners with interesting sensors*
Other	*https://www.noldus.com/about-noldus/looking-for-projects*

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