

# SME Pitch: Noldus Information Technology

Multimodal sensor data integration platform

Dr Andrew Spink

Noldus Information Technology BV

[Andrew.Spink@noldus.com](mailto:Andrew.Spink@noldus.com)

# Noldus' Activities



**ECS**  
**BROKERAGE**  
**EVENT**

- 35+ years old, 175 employees, based in The Netherlands but globally active, 60 000 users of our products in 100 countries
- 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, behavioral economics, consumer behavior
  - Neuroscience research, pharmaceutical development
- Expertise: Professional software development, integration/sync, A-V, signal processing, computer vision, AI, analysis/visualization, ISO 27001, etc.
- Previous experience with collaborative projects:
  - Very experienced, >160 EU, national and regional projects
  - Noldus is a member of AENEAS
- Contact: [Andrew.Spink@noldus.com](mailto:Andrew.Spink@noldus.com)



happiness



sadness



anger



surprise

# Project topic

- Looking for projects in which we can further develop NoldusHub:
  - Integration, synchronization and analysis of multimodal sensor data related to behaviors, emotions and mental states
  - Eye-tracking, facial expressions, emotions in voice, physiology, movement, EEG, screen capture, video, etc
  - Robust, easy-to-use system so that users can focus on their work
- Minimum viable product recently released
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# Collaboration Expectations

- Scope/Idea *Technology development — software hub for integration, sync and analysis of sensor data*
- Project calls *e.g. Chips-JU, 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*
  - *Data for training AI*
- Other *noldus.com/about-noldus/looking-for-projects*

