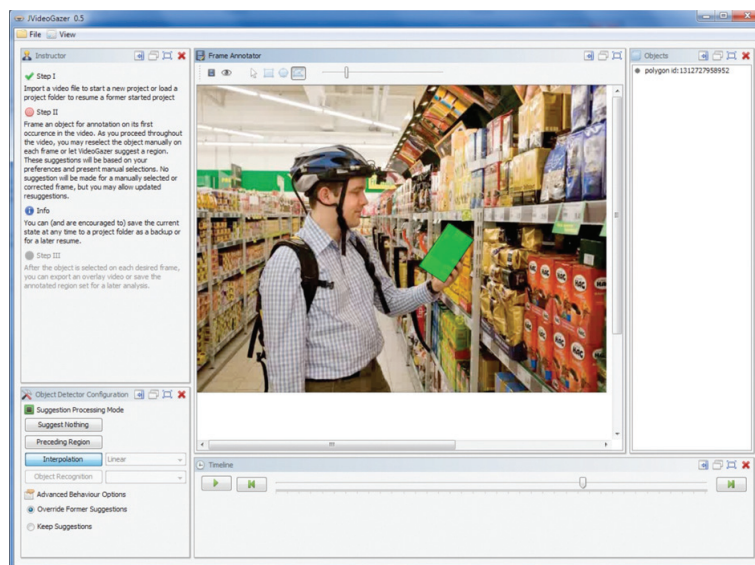


Mediablrix

VIDEOGAZER

Making annotation a breeze!



Software for fully- and semi-automatic annotation of gaze videos

In cooperation with

Mediablrix VideoGazer

Software that saves you time by automating the tedious and error-prone manual annotation process.



Stop counting fixations!

Mediablrix VideoGazer does the counting for you! Just define your regions of interest and the software will track them over a set of videos. It's a breeze!

Mediablrix VideoGazer is flexible

Having problems in tracking the regions of interest because your material is very special? Mediablrix VideoGazer comes with several different tracking algorithms to select from.

Make high quality annotations

Mediablrix VideoGazer uses the latest tracking algorithms to annotate your regions of interest. It ensures a high quality of the annotations. You can also specify the accuracy of the automatic detection according to your needs. VideoGazer produces repeatable results; given the same set of parameters the inter-rater agreement between several instances is perfect!

Mediablrix VideoGazer is a reliable companion

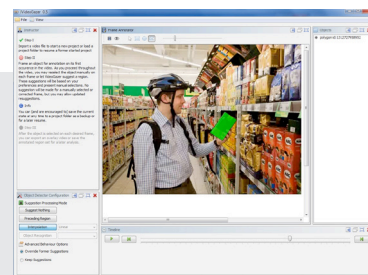
Mediablrix VideoGazer allows you to manually adjust its already excellent results. You can also select interpolation algorithms which saves you from editing every single frame. So even if you are dealing with really challenging material, Mediablrix VideoGazer does not leave you alone. It is a reliable companion.

Features ...

- Easy to use
- Supports many video formats
- Scales to multiple CPUs to speed up processing
- Supports several detection algorithms (feature-based, color-based, ...)
- Multi-Platform (Windows/MacOS X)

Mediablrix VideoGazer accelerates the annotation of gaze videos of free interactions in natural scenes. It just requires **four steps**:

1. load the video and the gaze data
2. define regions of interest in a few frames
3. VideoGazer automatically tracks your regions in all other frames
4. see the initial results in a graphical summary or export the data to your favorite statistics software for further processing



Save time and money

With Mediablrix VideoGazer, you annotate only a selection of video frames and let the Mediablrix VideoGazer handle the rest. In our own studies, Mediablrix VideoGazer cut the time needed for annotation down to

10%:

General study: 60 participants (30 min each)	Manual Annotation	VideoGazer
annotation time (3 min/video)	67.5 min	7.5 min
annotation time for 30 min video	675 min	75 min
60 participants	40500 min	4500 min
annotation time (hours)	675 h	75 h
+20 % verification of annotation results	810 h	-
weeks	42.63	3.95

Mediablrix VideoGazer

works with existing material

As you do not need to follow a specific procedure when recording your videos, you can use Mediablrix VideoGazer to analyze any of your existing material.

More specifically, Mediablrix VideoGazer

- doesn't require calibration videos
- doesn't require the presence of visual markers in the video

Just mark the objects directly with the mouse on the video and immediately start the annotation process.

What you get when analyzing gaze data ...

- number of fixations per region of interest
- average and cumulative fixation duration per region of interest
- data aggregation for several participants with their results displayed comparatively for the single parameters

Mediablrix VideoGazer



Key features

- annotation of gaze videos
 - ✓ artificial and natural scenes
 - ✓ static and moving objects
 - ✓ static and dynamic scenes
 - ✓ free interaction scenarios
- automatic, semi-automatic and manual annotation
- fast and reliable analysis of gaze movements
- get more qualitative results faster
- The modular program design allows an easy integration of other object recognition algorithms or the analysis of further eye-tracking parameters

VideoGazer frees your resources!

Mediablrix VideoGazer allows you to realize projects that have not been possible before.

Be imaginative!

Fields of application

Scientific Research

Vision and eye movements in natural scenes (e.g. sport scenarios), Grasping and handling studies, Joint interaction studies, Human-Computer Interaction / Interfaces, and many others.

Industrial Applications

Website Operator, Advertising agencies, Shop builder and shop owners (point of sale studies), designers, exhibitors / museum (analysis of provided information), advertisements, posters, electronical newspapers / magazines / advertisement brochures, Automobile economy, Travel agencies, Culture specific perception behavior (images, advertisements, text), and many others.

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