

Mangold Vision

Use Mangold Vision for your Eye Tracking Projects

MangoldVision lets you **design**, **carry out** and **evaluate** structured eye tracking tests with different stimuli. Randomization and a **dynamic**, **user-interactive** testing process are also possible.

Three Steps to Professional Results

1

Design

Design your project with MangoldVision easily with **drag & drop**.

Use **pictures, videos, web pages, and texts as stimuli** or **capture dynamic screen contents** during the test sessions.

Use **interactive questionnaires** to collect **key variables** and **sociodemographic data** for each subject during the test.

2

Record

Mangold Vision executes your project **automatically** and guides your participants through the test.

In addition to the **gaze data recording** and depending on your requirements, Mangold Vision can also record the **user's face, audio comments and other activities**.

3

Analyze

Mangold Vision **visualizes your data professionally** with a few mouse clicks.

Define **areas of interest** and let MangoldVision display **statistical evaluations** based on these areas.

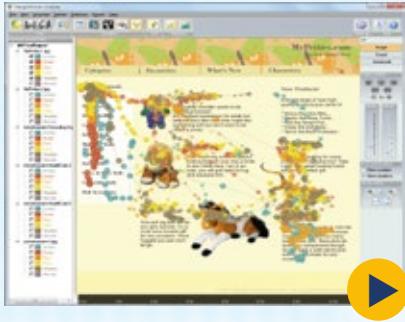
Use **sociodemographic data** and other variables as **filters** to form different data sets.

Simply group multiple projects together to get aggregated evaluations.

Export all raw data, calculations, and visualizations for use in other **scientific reporting or presentation programs**.



Eye Tracking made easy



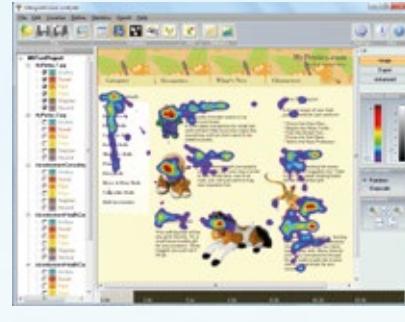
Gaze Plot

Gives an excellent insight into the viewing behavior and gaze patterns of your participants. See how they have explored your visuals.



Focus Map

A real eye-opener for any designer, researcher, or developer. See what your subjects really saw and what they did not look at.



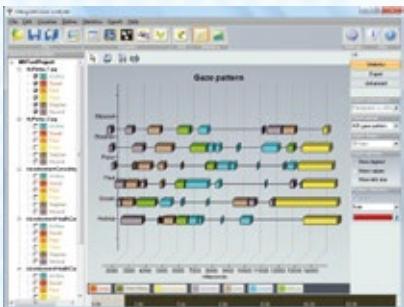
Heat Map

Shows at a glance the "high energy" areas of a stimulus to which your participants were focusing.



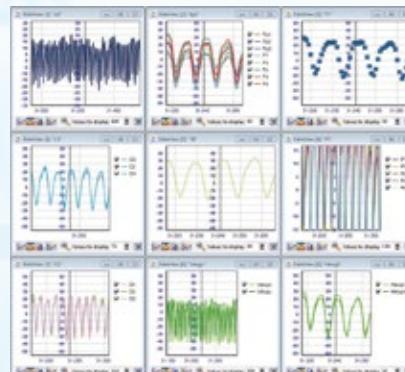
Areas of Interest

Define parts of an image for which you want to get statistical results. Mangold Vision then calculates various eye movement key indicators based on these areas.



AOI Gaze Pattern

The Gaze Pattern Chart gives a very good impression of which specific areas-of-interest the participants have seen in which order.



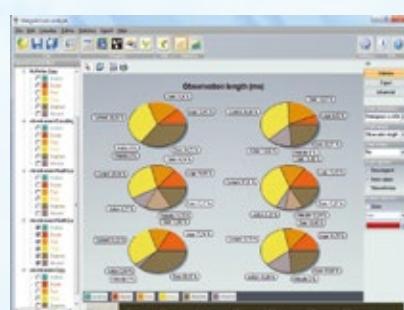
Physiological Measurements

Put physiological measurements in relation to the recorded gaze data, to get more insight into the user experience of your participants, by using the optional DataView module.



Statistical Results

Statistical results are calculated from the gaze data at the push of a button. This makes it easy for you to interpret data, prepare reports, and compare studies.



Export and Visualization

Mangold Vision offers data export possibilities and amazing chart options.

MangoldVision****
See through the eyes
of your participants

MangoldVision

Mangold Vision Outstanding Advantages

- Multi-tracker and multi-monitor support**
allows the use of multiple computer screens and multiple eye trackers during a single test session.
- Creation of arbitrary stimulus sequences**
using pictures / texts / videos / websites / questionnaires and capturing PC screen contents.
- Static, dynamic and audio-assisted calibration**
and possibility of re-calibrations during the test.
- Multidimensional randomization of stimuli**
- Dynamic control of the presentation**
through actions based on user input and gaze behavior.
- Definition of sociodemographic data**
in the form of subject attributes.
- Comprehensive data recording**
Coordinates of the left and right eye.
Pupil diameter of the left and right eye.
Calculated gaze point from both eye coordinates.
Exact timestamp for each sample.
Mouse coordinates and keystrokes.
Recording of the participant via web cam.
Recording the screen content via screen cast.
- Easy data management**
Easy copying of entire projects between computers.
Easy merging of different projects.
Data filtering based on subject attributes.
- Extensive area-of-interest (AOI) analysis**
Automatic AOI generation.
AOI editor with arbitrary polygons for static images.
AOI editor with arbitrary polygons for moving and morphing AOIs on videos.
Statistical analysis on AOIs.
Visualization of AOI gaze patterns.
- Meaningful presentation of results**
Static and dynamic heat maps.
Static and dynamic focus maps.
Static and dynamic gaze plot visualizations.
- Easy data import and export**
Data import from other eye tracking systems.
Export of all recorded raw gaze data.
Export of all visualizations.
Integration of physiological measurements with DataView.
- Remote-Observation**
Network transmission of eye tracking sessions for remote observation.
- Quality assurance**
Tracking status feedback to the subject and / or test leader.
Adjustable gaze data aggregation for fixation calculations.
Possibility of post-hoc gaze data re-calibration.
Adjustable data smoothing.

Eye Tracking Hardware

VT3-mini Eye Tracker Big Technology in a small Housing

To be used with

**MangoldVision &
LogSquare®**

Fast
Large headbox and quick recovery through on-board image processing

Powerful
Integrated computer for high speed data processing



Reliable
Gaze data with immediate on-board based time stamping

Automatic
Binocular and monocular tracking

Robust
Optimized for mobile and stationary applications



Mobile



Stationary

Model: VT3 Mini V2.0

Sampling rate: 30 / 60 / 120 / 200 Hz, depending on model

Latency: Immediate high-speed on-chip image processing

Tracking Method: Binocular and Monocular / Dark Pupil

Accuracy: Approx. 0.5° / Drift <0.3°, depending on overall setup

Working distance: Approx. 50-70 cm (19.7 – 27.6 in)

Screen size: Up to 22" (56 cm) Custom configurations for larger screens available.

Head box: (W x H x D) approx. at 30 / 60Hz: 31.5 x 22.5 x 20 cm (12.4 x 8.9 x 7.9 in) / 120Hz: 20 x 5 x 20 cm (7.9 x 1.9 x 7.9 in) / 200Hz: 9 x 4 x 20 cm (3.5 x 1.5 x 7.9 in)

Weight: Approx. 210 Gram (0.5 lbs)

Dimensions: (W x H x D) approx. 25 x 2.6 x 3.2 cm (10 x 1 x 1.3 in)

USB 2.0 or 3.0 / Power draw 3-4 W / **Certificates:** CE und FCC

Mangold

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