



**Affective Interfaces, Inc.**

## **TechCrunch50's Affective Interfaces Launches First Scalable Emotion Sensing Technology**

*AI's technology is the most accurate way to measure success potential of Media, Creative and even Product Design, by identifying second by second unguarded emotions*

### ***Reveals Emotional Impact Points for Better Customer Intelligence***

Affective Interfaces, *the most accurate way to measure the success potential of media, Creative and even product design*, recently launched as a Techcrunch50 Finalist in September. AI is the first technology solution capable of reading consumer emotional response through use of a simple, at home webcam interface. By measuring consumers second-by-second emotional responses in the comfortable surroundings of their home, AI is able to best replicate how a product or content will be consumed, and is able to provide unprecedented insights regarding emotional responses at a fraction of the cost of similar research.

AI, with its scalable solution, is poised to become a leader in the burgeoning field of emotional analytics. "Analytics and emotion have long been thought to be polar opposites," said Jai Haissman, Affective Interfaces' CEO, "But our webcam-based research solution goes beyond the *what* of analytics to the *why* of true emotional response. Companies will now have the access to the most powerful information they can obtain, raw emotional responses, so that they can better understand the impact points associated with their brand's media, products and messaging."

"AI's emotion-metrics research is a game changing solution that is the best and lowest cost means of understanding how a consumer truly feels," said noted marketing and research industry expert Joshua Katz. Armed with this knowledge, companies can fine-tune messaging for specific audiences, understand consumer purchase decisions and revise product specifications to meet market demand.

The technology analyzes consumer facial expressions as they engage with content or media to uncover the non-rational influences with the power to impact brand affinity and purchase decisions. AI's ability to aggregate large multi-subject samples of consumer emotional response data, combined with the capacity to deliver robust reporting through a straightforward interface, means companies now have access to clear actionable metrics that can be leveraged to accelerate and improve product cycles as well as enhance customer relations. AI's deployment is versatile, extensible, and accessible from any computer with an embedded webcam, or can be used on any archival footage. Their API makes data accessible to developer partners to harness emotion-metrics in new ways. Implementations include market research, usability testing, and acquisition of new audience metrics. Affective Interfaces is currently developing relationships with companies and brands interested in unlocking the preconscious minds of their consumers. AI is also interested in pursuing partner, investor and client relationships.

### **About Affective Interfaces**

Affective Interfaces' mission is to ethically deliver state of the art emotion-sensing technology to deeply understand people. AI enables compelling insight by elucidating the preconscious heart and mind of individuals. Affective Interfaces researches behavioral truthfulness indicators, emotion, and meta-states of cognitive process, for a reflective, empowered social web. AI believes in informed consent and full disclosure in behavioral marketing and sentiment analysis.

Please visit our website for more information at <http://affectiveinterfaces.com>

### **Media & Analyst contact:**

Jai Haissman, CEO

415/789-4068

[Jai@AffectiveInterfaces.com](mailto:Jai@AffectiveInterfaces.com)