



Simone Tognetti (co-founder)

Mario Salerno (Advisor)

Politecnico di Milano

Italy

Simone Tognetti



President
Chief Technology Office
(Ph.D Student)

Maurizio Garbarino



Chief Scientist
(Ph.D Student)

Problem

- Many products or services could be improved by mapping and reacting to customers emotions

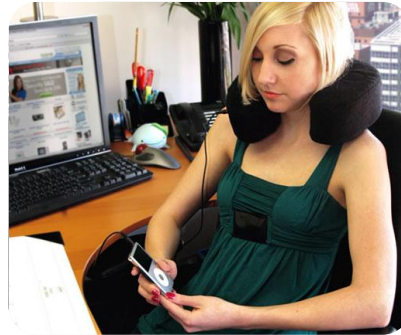
Automotive



Stress

Improve safety

Entertainment



Excitement

Personalize
Content

Event



Engagement

Customize
topics

Perception



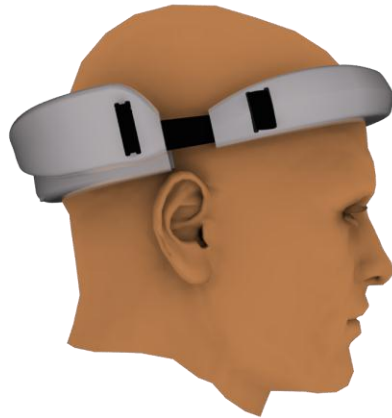
- Make videogame similar to reality
- Improve visual details

- Improve game experience through a better interaction
- Increase gaming device abilities

Idea: improve interaction

➤ Mapping of Emotions

- Enjoyment, Stress, Excitement...
- Does not substitute the controller
- It provides the game with emotion related information



➤ Benefits

- Satisfaction
- Loyalty
- Profitability



➤ Adapt gaming experience

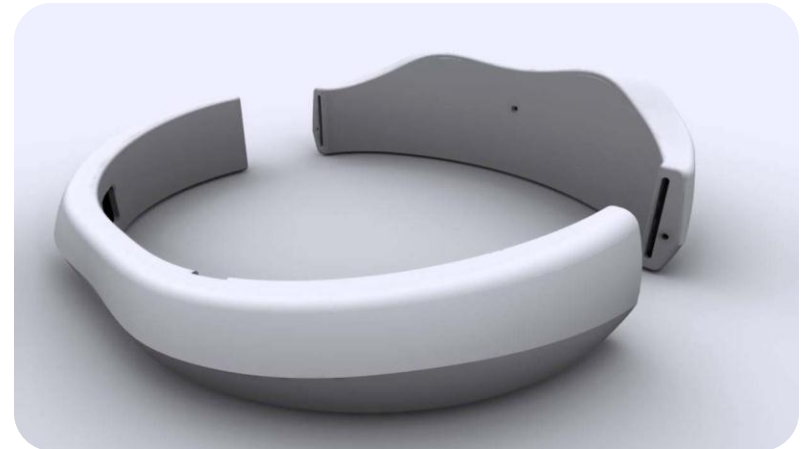
- Opponent's strength (Racing & Action)
- Track shape (Racing)
- Questions (Edutainment)

➤ Measures physiological signals

- Blood Volume Pulse
- Galvanic Skin Response
- Skin Temperature
- Accelerometers

➤ Features

- Easy to wear
- Artifact free
- Different shapes are possible

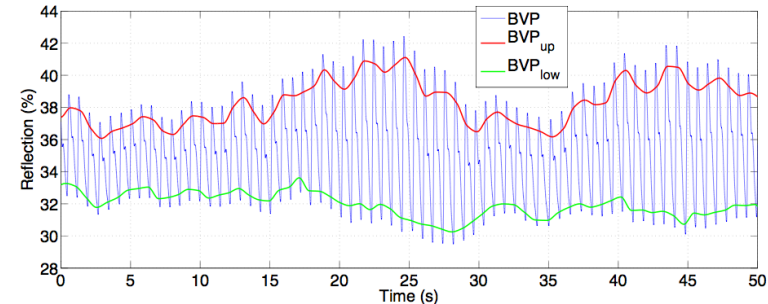


➤ Functions

- Acquires signals coming from headset sensors
- Combines signals to extract information about gamers emotion
- Communicate emotion to game that adapts accordingly

➤ Advantages

- Based on strong medical standards
- Unique and difficult to be replicated
- Based on a statistical model we have estimated from real data
- Tested on 75 players
- The model is valid and reliable for all subjects (no individual training)

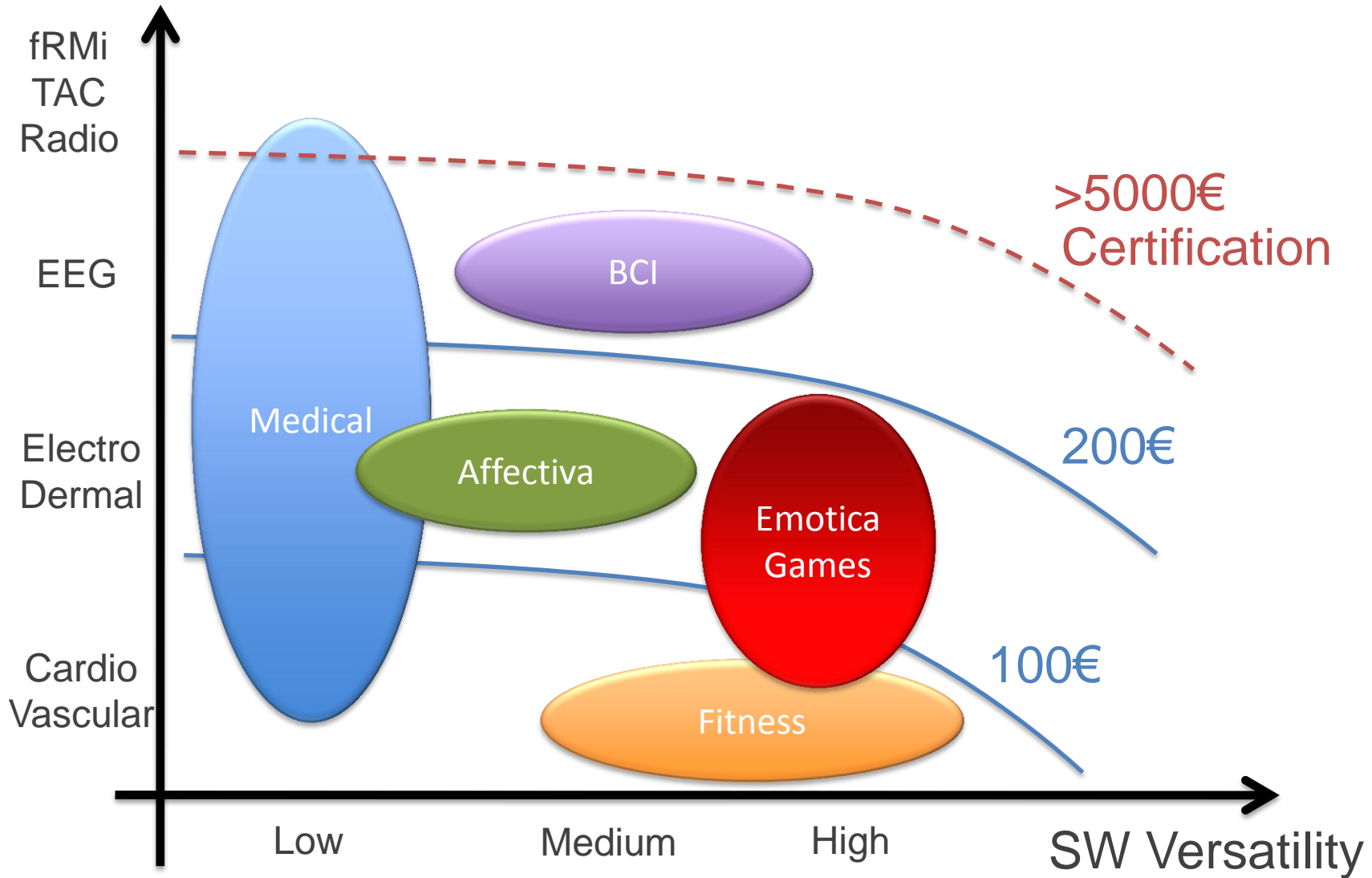


➤ Intellectual property

- Sensors combination
- Dedicated software
- Sector exploitation

Competitive advantages

HW complexity

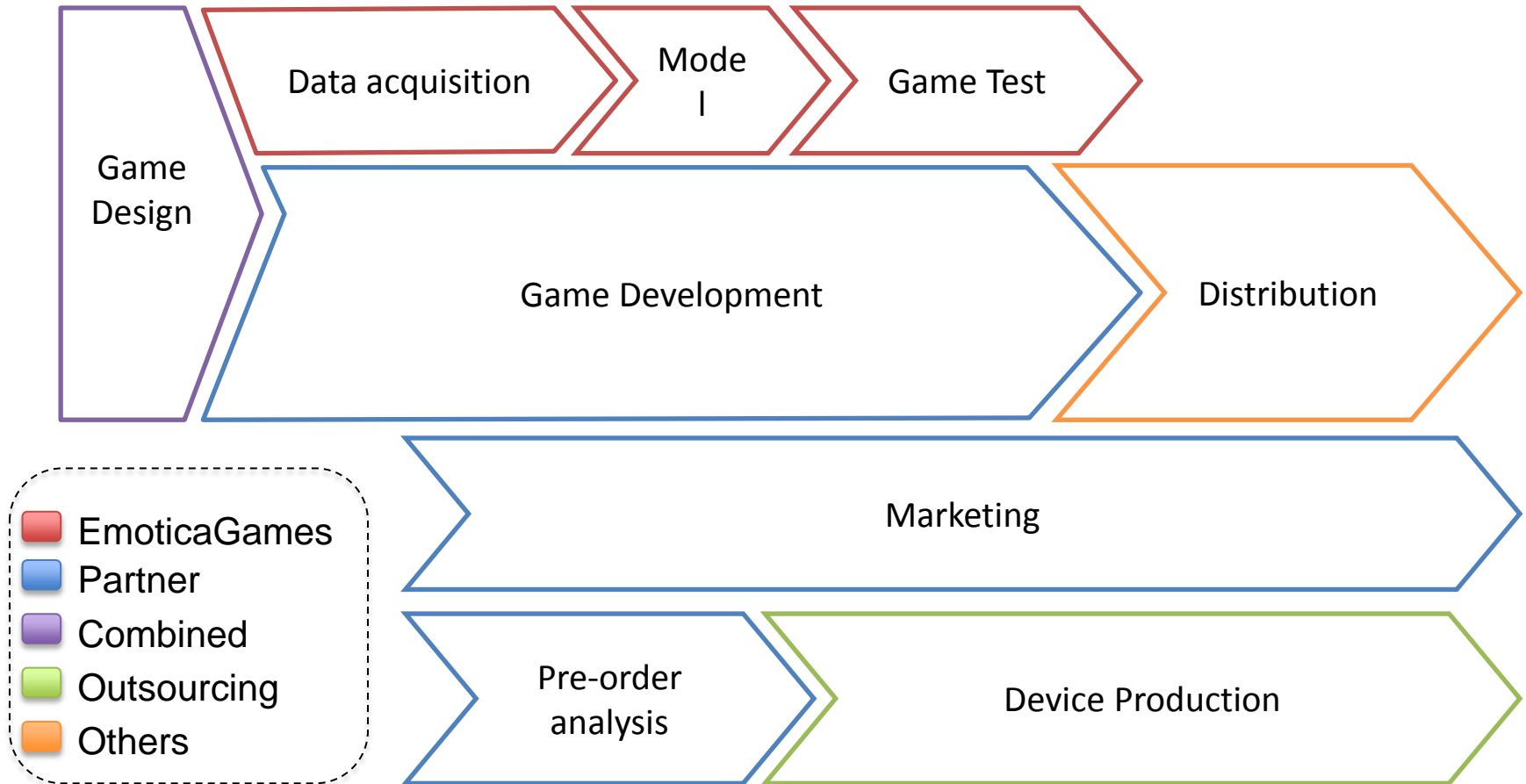


- **Create partnerships with companies in videogame industry**
 - Create a new generation of emotions-adaptive videogames
 - Apply first in traditional videogames testing

The use of our technology in traditional game testing allows to

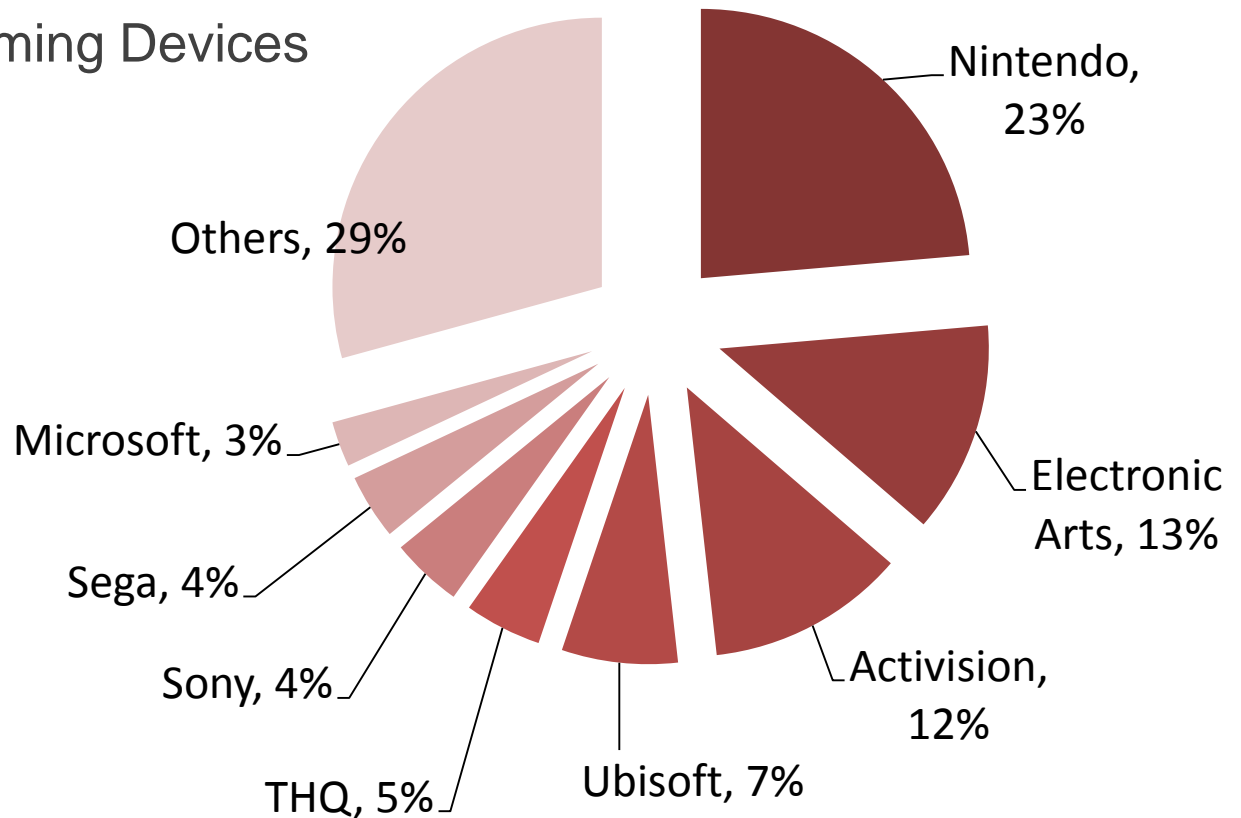
- Have early detailed information and feedbacks on the game
 - Make the developers familiar with our technology
 - Make the developers aware of our technology potentials
-
- **June 2010, started UK T&I - R&D Program**
 - Blitz Game Studios Ltd
 - Horizon Doctoral Training Center
 - Brain in a Jar

Value chain

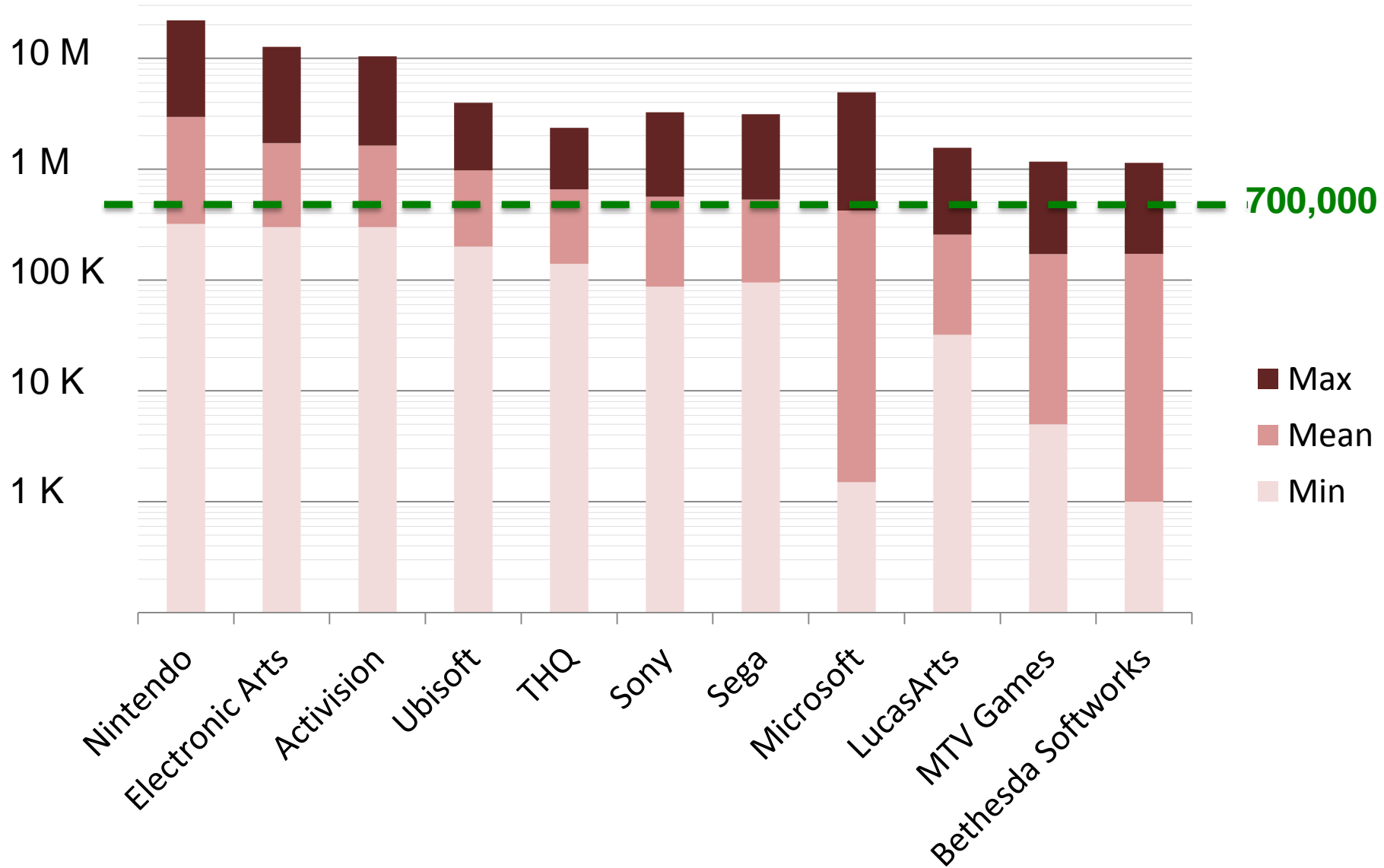


Every year

- **54 Billion \$**
- **589 Millions** of videogames sold
- **7.5 Billion \$** Gaming Devices
 - +46% (2008)
 - +73% (2009)



Games sales

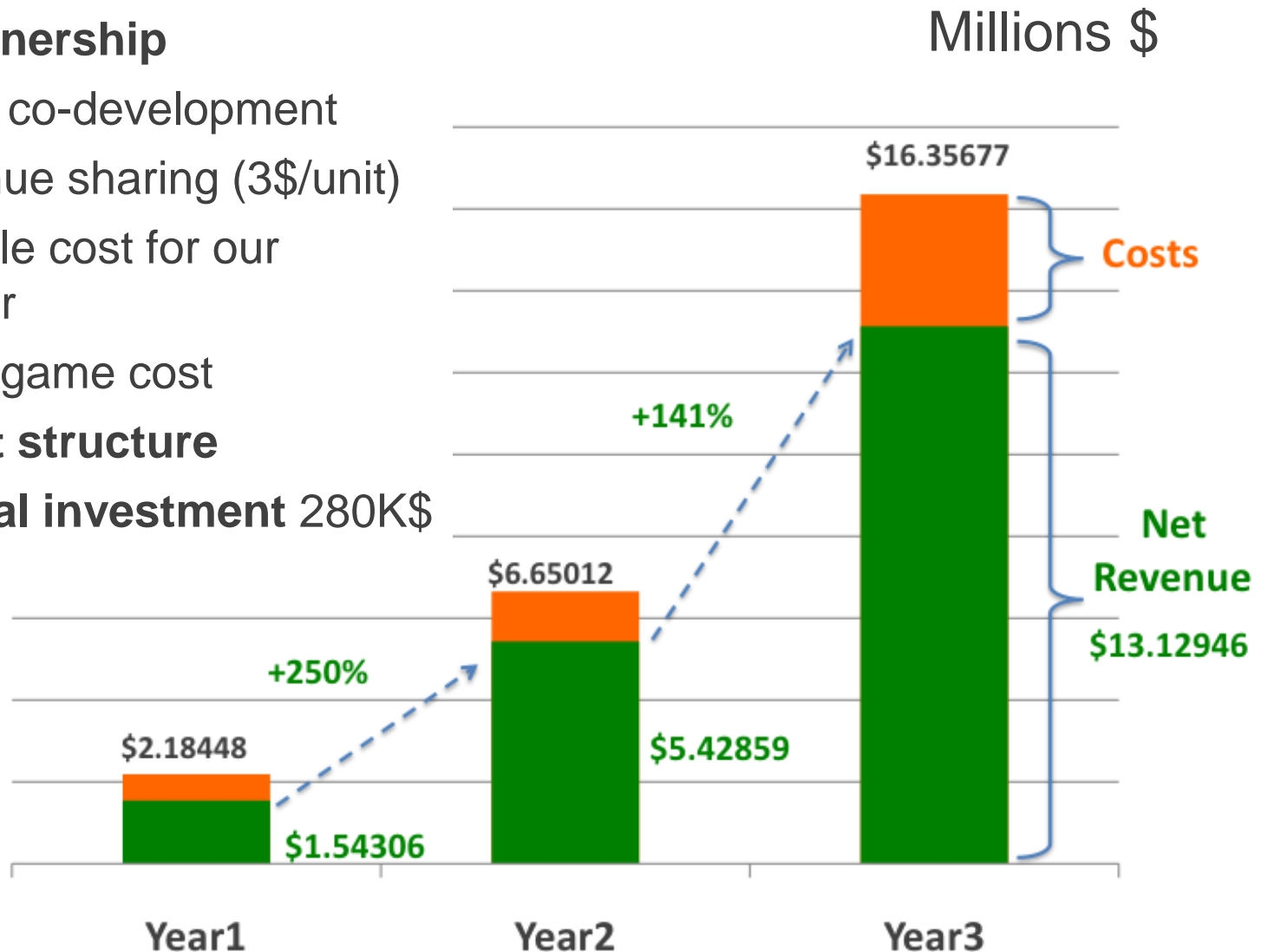


➤ B2B Partnership

- Game co-development
- Revenue sharing (3\$/unit)
- Variable cost for our partner
 - 5% of game cost

➤ Low cost structure

➤ Low Initial investment 280K\$

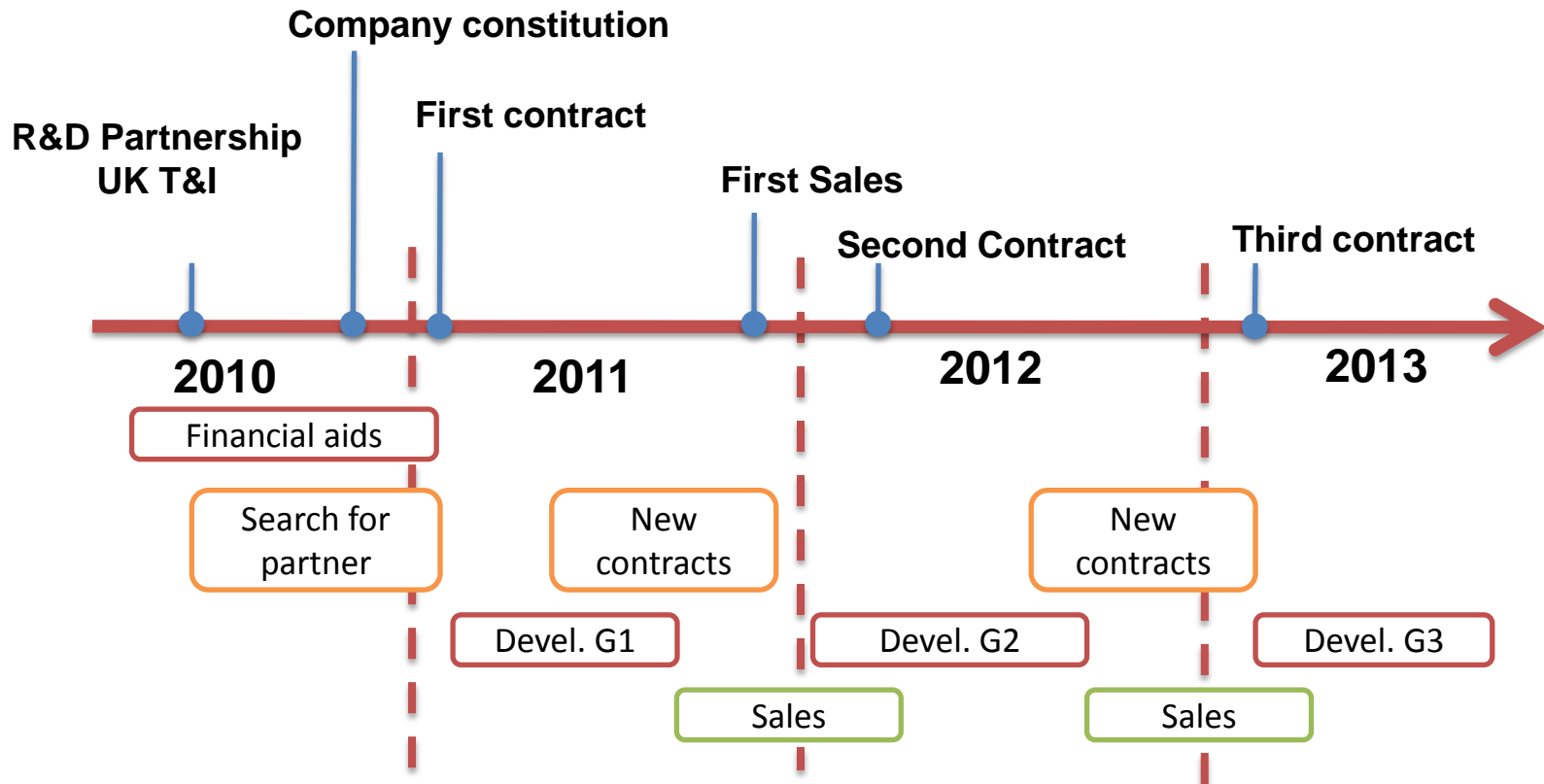




Questions?

www.emoticalab.com

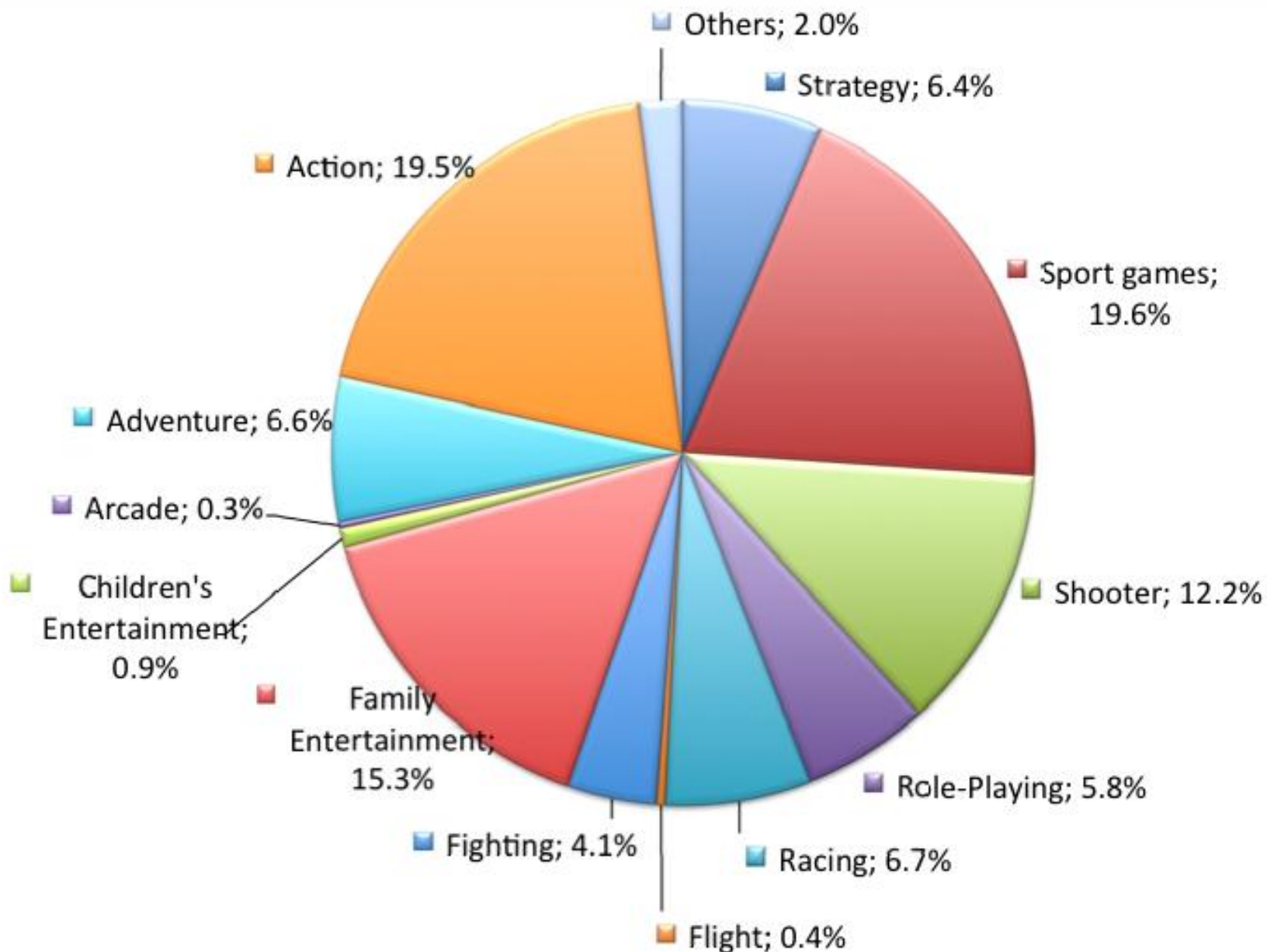
Timeline



Nintendo Sales

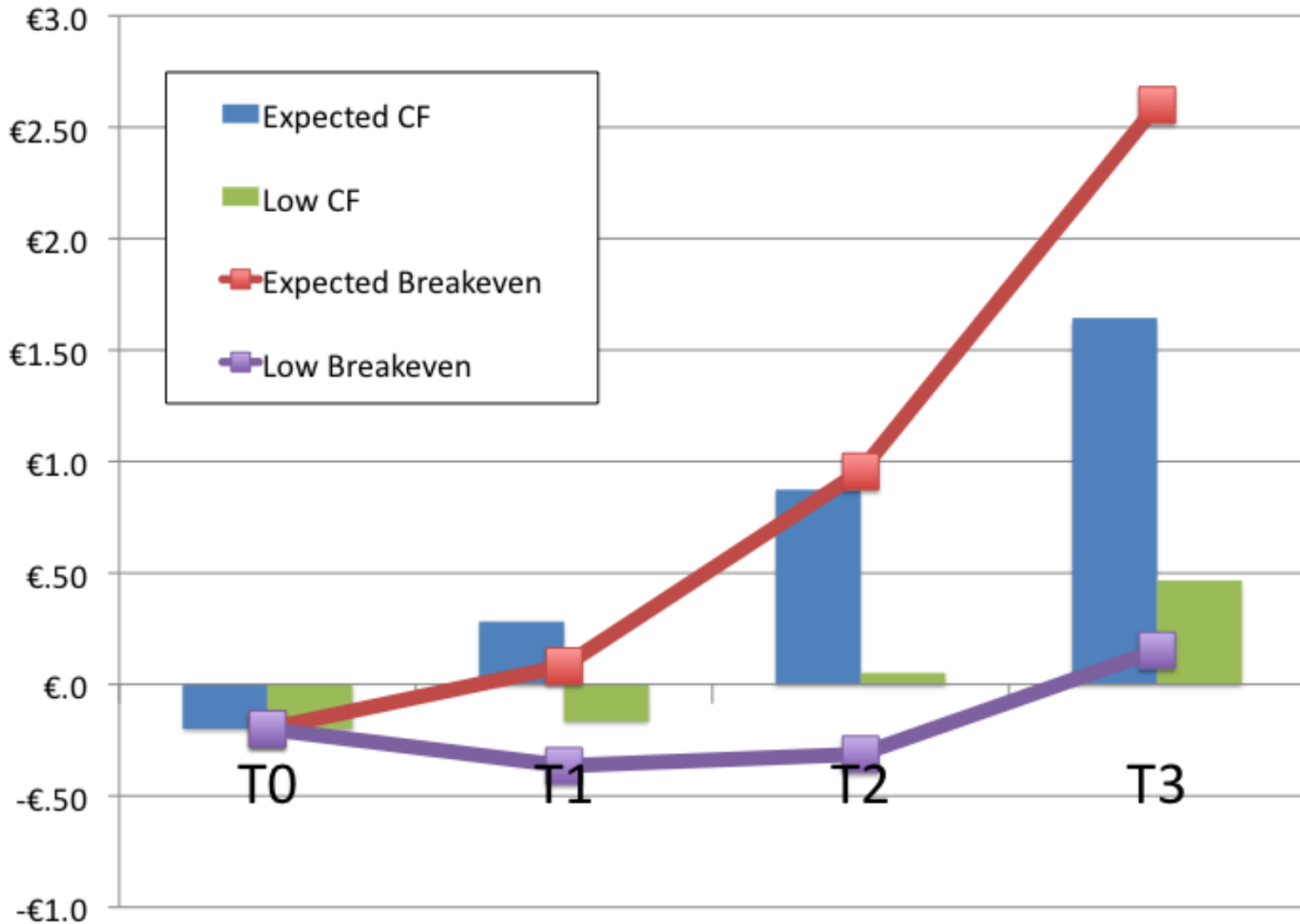


Market Segments



Cash flow

Millions €



Strengths

- Technology
- Differentiation

Weakness

- Research still active

Opportunities

- Market

Threats

- Credibility
- Ethics
- IP