

SANDS RESEARCH AND NVISIO ANNOUNCE PARTNERSHIP TO ADVANCE CONSUMER NEUROSCIENCE INSIGHTS AVAILABLE TO MARKETERS

Sands to add nVisio 3D Facial Imaging capabilities to provide the industry's most comprehensive portfolio of Brain Imaging Services to precisely gauge consumer emotional response to marketing initiatives.

Lausanne, Switzerland and El Paso, Texas USA – March 18, 2013 – Two of the market research community's leading technology companies announced today a partnership for the combination of their advanced software on a single platform / service offering.

nVisio (www.nvisio.ch), a leading provider of emotion recognition software that interprets human facial micro-expressions and eye-movements captured on video, join Sands Research (www.sandsresearch.com), a leader in EEG (brainwave) and eye-tracking market research analysis, to offer the first comprehensive consumer neuroscience service. The companies made the announcement at this year's Advertising Research Foundation conference in New York.

"We are thrilled to join with nVisio to provide unique consumer insight by capturing the broadest spectrum of neurological responses currently available in the market" stated Dr. Stephen Sands, Chairman and Chief Science Officer of Sands Research. "By adding facial imaging, we provide leading brands an additional layer of understanding related to consumer emotional response. nVisio software leads the market in its ability to capture instantaneous subtle and nuanced emotions missed by subjective hand scoring performed by manual facial coding and other software based approaches. Integrated with our time synced brain measurement and eye-tracking data, the results are a powerful millisecond-by-millisecond, frame-by-frame understanding of the participant's response to media, product innovation and packaging. Insight just not available via other modalities."

nVisio's 3D Facial Imaging and Emotion Analytics solution won the 2013 IBM Beacon Award for Smarter Computing: SmartCloud - Cloud Application Provider last month in Las Vegas. This honor is awarded each year in recognition of a select number of IBM Business Partners who have delivered not only innovative solutions but have set the standards for business excellence, ingenuity, and creation of an exceptional client experience.

"Sands Research is a recognized leader in the field of neuromarketing and we are excited to work together to provide new unique insights into consumer behavior." said Tim Llewellynn, CEO of nVisio. "Steve Sands has performed ground breaking research in the field of cognitive neuroscience, first in the academic community and now for commercial applications. The power of providing a 360 degree view

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For more information about Sands Research visit : <http://www.sandsresearch.com>

of neurological responses will provide unique actionable insights for creative directors, innovation teams, brand managers and media planners. The field of consumer neuroscience continues to break new ground in understanding the non-conscious, emotional underpinnings of the purchase process. Those companies and brands that invest in this form of research will dominate their respective markets.”

Terms of the partnership were not disclosed. Sands Research will begin offering 3D Facial Imaging analysis immediately and displayed their sixth annual Super Bowl Ad Neuromarketing Study incorporating nViso’s results with their EEG and eye-tracking data.

ABOUT NVISO

nViso is a leading provider of emotion recognition software that interprets human facial micro-expressions and eye movements captured through video. Its solutions use proprietary 3D Facial Imaging technology with artificial intelligence to track hundreds of different facial points to recognize human emotions. The company uniquely combines the latest advancements in computer science, engineering and behavioral sciences to make automatic emotion recognition a viable reality using any image based device. Its proprietary analytical techniques are based on theoretical work by Dr. Paul Ekman, which demonstrates that emotions can be precisely recognized by minor changes in micro-expressions in the face. nViso is based at the Swiss Federal Institute of Technology in Lausanne, Switzerland (EPFL). More information can be found at www.nviso.ch.

ABOUT SANDS RESEARCH

Sands Research Inc. (www.sandsresearch.com) is a pioneer in applying cognitive neuroscience technology for unique insight into television and print advertisements, shopper insight, product packaging and product design. Combined with pre- and post- questionnaires, the Company provides a comprehensive, objective analysis of the consumer’s response to advertising, packaging, displays and sensory inputs (food, beverage and cosmetic product testing).