



Moment-to-moment emotion sensing

providing precise guidance to optimize VR experiences

The value of VR is in the emotional experiences it generates, so failure to generate the right emotions isn't an option. The latest innovation from the Isobar Neurolab, a team of psychologists, tech developers, and data scientists who build and deploy neuroscience and biometrics testing solutions, is a testing protocol that integrates VR hardware and software into an emotionsensing biometric research platform.

This methodology permits passive measurement of immersive user experiences, so the natural flow isn't interrupted. The solution features a custom-designed headset that comfortably secures all the elements needed to measure brainwaves and biometrics.

Moment-to-moment emotion sensing can pinpoint elements that enhance or detract from the desired experience, providing precise guidance to optimize VR experiences.