



**Professional sports**

- What aspects influence the athlete on a subconscious level?
- How accurate is the archer's aim? How profound is the synchronization with respiration, muscle activity, ...?
- What are the effects of a dedicated focus training related to physiology and eye movement?

**Psychology**

- Which triggers of a panic attack are particularly relevant?
- And which are the patient's strategies during an ongoing anxiety or panic attack?
- How do such parameters change in different stressful situations in comparison to relaxation phases?
- How do clients respond to specific stimuli?

**Air traffic / street traffic**

- What are the subconscious effects of targeted optical and auditory interferences in flight and driving simulators?
- How distracted are drivers by car assistance systems (navigation, ...)
- How can fatigue be determined using physiological parameters?

**Market research**

- What do people look at in the supermarket? And what additional information can be derived from physiological parameters?
- Which product do individuals select when given a choice of options?
- What changes can be seen in pulse, breathing, skin conductance, ...?

**Medicine / pharmacology**

- What are the effects of specific medication on physiological parameters and concentration skills?
- How fast can such effects be seen and how?

**... and many other areas of application ...**

**For questions, information and orders please do not hesitate to contact us:**

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S216-GB – BF+EyeTracking – V3



**Monitoring Physiology**  
combined with mobile eye tracking



# Physiological measuring systems

Concentration / attention, relaxation and states of anxiety, focussing as well as performance in stressful situations, coordination and reaction skills – this is merely a small selection of possibilities, in which physiological parameters are being monitored or used for training. Pulse, muscle or brain activity.

- Highly flexible combination of up to eight different physiological measures
- Application either mobile via Bluetooth or stationary via USB
- All data displayed in (near) real-time
- Extensive analytical and training options



# Eye tracking

Unique training and research tasks require highly individual solutions. With eyetracking conscious and subconscious visual behavioral patterns can be measured and even trained distinctively, be it in sports peak performance, in research or during driving analysis.

- Obtaining data on eye movement – mobile or in a fixed setting
- Displaying eye movement in real time
- Synchronization of eye movement data with physiological data
- Highly accurate eyetracking technology combined with professional assessment and calculation of physiological data



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