



Feng-GUI

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Solution at a Glance

Feng-GUI creates technologies and services that empower designers and advertisers to effectively analyze Attention and Attraction in visuals.

Customer's Challenges

The price of usability testing and eye tracking is high and many advertisers, agencies and media companies are not willing to spend that amount of money, per ad or per web page.

AdNetwork optimization services leave behind hundreds of thousands of impressions, before their optimization process goes into action.

Designers need to perform a guesswork decisions during the creative process.

Our Offering

Feng-GUI offers designers and advertisers, an automated pre-testing technology that predicts performance of an ad, before it airs, by analyzing levels of attention, brand effectiveness and placement, as well as breaking down the ad's Flow of Attention.

Unique Differentiators

Feng-GUI employs an artificial intelligence technology that simulates human vision during the first 5 seconds of exposure to visuals. The attention simulation reaches over 75% of ROI (region of interest) similarities to eye and mouse tracking. This offer automatic alternative to eye-tracking. Unlike eye-tracking or click-based heatmaps, Feng-GUI creates heatmaps analysis based on where it predicts the human eye would most likely be attracted.

Business Benefits for the Customers

Media agencies and independent designers uses Feng-GUI to identify weak spots within an ad and to improve performance, location of brand, to pull out the key moments for use in ad tracking, and to identify branding moments.

Ad Network can integrate our web services and automatically optimizes their site's ad position with the most profitable combination of ad layout and style.

Company References & Strategic Partners

Company references: Federico Ceccarelli, e3online, Italy; Ghalem Quadjed, 6PEO, France; James Fahfah, BrandingToronto, Canada; David Iwanow, The Lost Agency, Australia.

Main partners: Paul Farnel, Litmus, UK; Herve Bansy, Beatman Israel.

Investors: Privately held.

Business Segment, Technology Keywords

Categories: Content Management & Distribution , Online Advertising, Design and Development Tools

Keywords: heatmap, attention, attraction, design, adnetwork