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BusinessWire



CEONEX Announces Quantemo, First Scientific Approach to Quantifying Web Audiences' Emotional Experience, Mental Effort

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CEONEX, provider of interactive solutions and Internet development services, today announced Quantemo (www.Quantemo.com), a revolutionary usability lab for measuring emotional reactions to visually-communicated messages such as web pages, portals, Flash movies, or advertisements. Using an innovative proprietary process, Quantemo recommends strategies that enable businesses to alleviate the target audience's effort in understanding visual message, and thereby increase customer conversion.

By measuring the mental effort required to understand a message, marketers and website owners can determine usability issues that obstruct a seamless and satisfying user experience. Having identified these issues, Ceonex then constructs a strategy to meet the customers' needs, with recommendations ranging from new elements and images, to alterations to the layout and architecture, to improved navigation.

Quantemo is believed to be the first scientific methodology to quantify emotional connections on the web. Ceonex founder and CEO Theodore Agranat said, "Companies are beginning to realize that even if a user wants to interact with a website, an easier and more positive experience will have a long-lasting effect. Quantemo helps customers facilitate navigation with the least amount of mental effort, and reduce or even eliminate negative surprises. The results are positive, satisfying emotions about the company."

By measuring this emotional connection, Quantemo pinpoints the core causes of both positive and negative impressions. Prompting the desired emotional reaction is core to connecting with prospects and providing the positive interaction that leads naturally to customer conversion and retention.

Based on advanced scientific methodologies and six years of experience in crafting user experience, Quantemo is defined by Agranat as the "quantification of emotional connection and mental effort" by users interacting with visual messages. Sensors collect a wide range of data, including brainwaves and other bio/physiological factors (pulse, EEG, EKG, perspiration, for example) for analyzing emotional state, and eye movements, to evaluate interaction with site interfaces. Video is used to capture body language, and interviews provide additional perspective, resulting in a unique, comprehensive analysis.

The data is then analyzed by Ceonex' trained consultants, who identify opportunities to make improvements, and recommend a complete strategy to deliver a positive user experience, which is essential to increasing customer conversions.

Besides websites and portals, the process can be applied to TV or print advertising and other visual media. While Ceonex is initially targeting the Internet with its service, the company believes specialists in other media may be interested in licensing the technology.

A wide range of Quantemo services is available, with pricing depending on number of pages, or sensors (pulse, EEG, EKG, eye movement, temperature, etc.) and subjects. Mini studies of eye-tracking only can cost as little as \$5-10,000, with full-blown multi-subject studies ranging from \$100,000 - \$250,000.

About Ceonex

Established in the USA in 1998, Ceonex is a proven global Internet consulting and development company helping clients create and implement full-service digital business solutions. Combining diverse expertise in business strategy, technology, usability and design, Ceonex produces highly scalable business solutions and online user experiences.

Enabling businesses to heighten brand awareness, Ceonex strengthens customers' competitive advantage and provides them with opportunities to increase revenues and enhance productivity.

Ceonex has worked on projects for national and international firms, including Bayer Pharmaceuticals, KPMG, Procter and Gamble, RadioShack, NetworkWorld, Fortune, Hitachi, Berkshire Life, Intel, Xerox and many more. The company has offices in the U.S., Pacific Rim and Europe, and can be reached at 413-663-9798, www.Ceonex.com.

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