BMU LABS NeuroVR

presents

Brief Company Description

Beam Me Up is a Neuro VR Lab, dedicated to deliver next generation solutions, for optimizing content and human performances.
Our team is composed of experts in Augmented and Virtual Reality, merged with experts in neuroscience and A.I.
As a service provider, we assist with VIP support and push the limits of imagination for content creators, Museums, tradeshows and events.

Products / Technology Description

From our 3 years of scientific research with a team of more than 10 PhD's, we bring you a complete solution with 6 integrated tools for media optimization, including Augmented Reality (AR) and Virtual Reality (VR), but also text, audio, video, live shows and interactive contents such as games, web and applications.

Our system generates a complete content evaluation report from the neural timecodes of the group of testers collected while wearing EEG headsets and experiencing the content.
Key indicators including mental effort, stress, interest zones and engagement (up to 76 emotions), allow you to find and playback quickly the critical contents areas for the selected neural metric(s) explored. This will be used for improving or confirming their desired effect(s) on the users throughout the content's timeline.

It is a unique way for the top 500 brand owners, producers and publishers to obtain an external impartial score and evaluation of their media content before purchasing media placement, validating content strategy, as well as brand(s) protection. It also comes with the ability for content creators such as publicity firms and artists, to pin points the critical areas, in order to improve further and achieve the targeted emotional objectives.

Compatible with Emotive and OpenBci headsets, as well as being ready for 360 heatmap support of eye tracking headsets to further precise the stimuli using our integrated heatmap solution.

Prediction module by machine learning coming in Q3 2018

Scientific Publications:

- Using Electroencephalograms to interpret and monitor emotions.
- Predicting SpontaneousFacial Expressions from EEG. Accepted as Poster in The 13th International Conference on Intelligent TutoringSystems, Zagreb, Croatia, June6-7, 2016

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