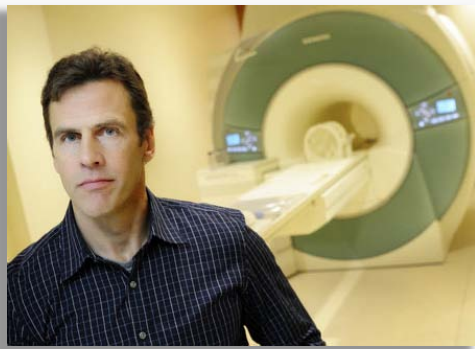




EmSense Conference Presentations, Monday

EmSense Predictive Modeling



EmSense Science Advisor, Dr. Read Montague, who conducted the well-known fMRI study of Coke and Pepsi drinkers and branding, will present the results of the first-ever, large-scale test of the predictive capability of neuroscience. Over 7,000 people were tested for this truly groundbreaking study on market validation.

Due to limited space, confirmed reservation required for attendance; send request to scott.smith@emsense.com

Monday, 4-5PM, EmSense Room Insight Zone, 5th Floor

EmSense Casual Cocktail Party

Join us for cocktails with some of the neuroscientists involved with EmSense:



Dr. Read Montague

EmSense Science Advisor

Director, Computational Psychiatry Unit & Neuroimaging Lab at Virginia Tech Carilion Research Institute and Professor, Wellcome Trust Centre for Neuroimaging at University College London



Roger Quy, PhD

EmSense Investor & Board Member

General Partner, Technology Partners



W. Bryan Smith, PhD

EmSense Vice President Neuroscience Research

Due to limited space, confirmed reservation required for attendance; send request to scott.smith@emsense.com.

Monday, 5-6PM, EmSense Room Insight Zone, 5th Floor



EmSense Conference Presentations, Tuesday

NeuroMetric Ad Testing 2.0



Elissa Moses – Chief Analytics Officer, EmSense

Drawing upon experience in testing ads on over 100,000 respondents, EmSense announces the launch of TV Copy Testing 2.0, which advances the state of the art in copy testing with enhanced NeuroMetrics, implicit brand measurement and market efficacy scoring.

Due to limited space, confirmed reservation required for attendance; send request to scott.smith@emsense.com

Tuesday, 10-11AM, EmSense Room Insight Zone, 5th Floor

NeuroMetric Response to iPad Magazine Advertising



Betsy Frank – Chief Research & Insights Officer, Time Inc.

Michael Haggerty – SVP, Director, Marketing Accountability and Research at Universal McCann

Elissa Moses – Chief Analytics Officer, EmSense

Industry leaders from Time Inc, Universal McCann and EmSense will discuss the results of the pioneering study that explores consumer interaction and response to advertising in iPad magazine apps.

Tuesday, 11:15-12:45, Schubert Complex, 6th Floor

EmSense NeuroPanel, In-Home Online Testing



Keith Winter – President & CEO, EmSense

EmSense is revolutionizing the industry with the development of the first NeuroMetric market research in-home panel. Bringing NeuroMetrics to the world of market research panels elevates NeuroMetrics to the leading industry standards for sampling, speed, and cost efficiency.

Due to limited space, confirmed reservation required for attendance; send request to scott.smith@emsense.com

Tuesday, 2-2:45PM, EmSense Room Insight Zone, 5th Floor