JOY 100
SMILE 100
VALENCE >90%
YAW -60

JOY 100
SMILE 100
VALENCE >90%
YAW +70

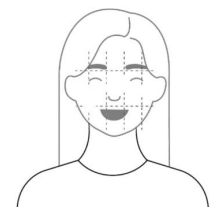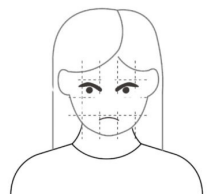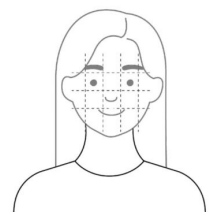# Welcome to the World of Affectiva Emotion AI

A pioneer of Emotion AI, Affectiva's facial expression analysis software is designed to detect emotions and cognitive states from the face.

Developed by Affectiva, an MIT spinout where affective computing was invented, our deep learning networks analyze the face at a pixel level to classify facial expressions, reactions and emotions. Built upon the foundations of the validated methodology of facial coding used in academia and industry, our technology can be seamlessly integrated into any platform to add robust moment-by-moment emotional insights.
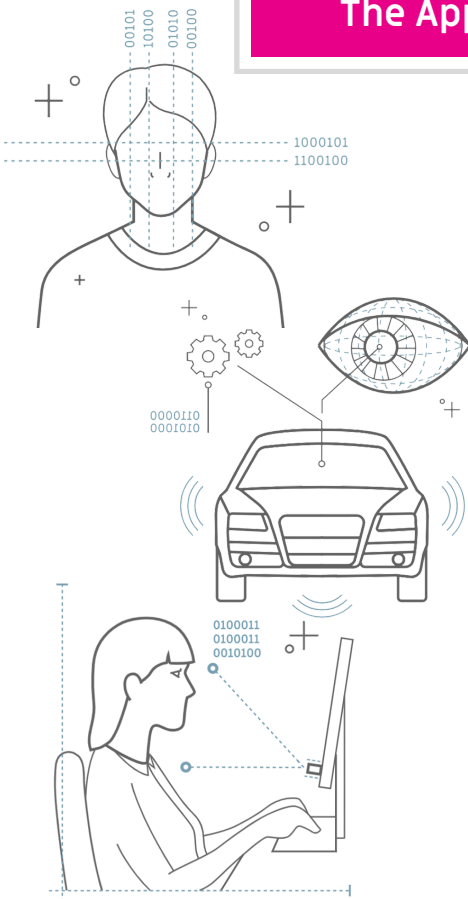
/ How Does Our CES 2024 Demo Work?

As you interact with the camera and make different faces at the screen, our application captures how you are emotionally reacting in real time. For CES 2024 we have simplified our demo to show attendees a handful of our metrics. What you see on screen are our Engagement, Valence, Joy, Disgust, Brow Furrow, Brow Raise, Mouth Open and Downturned Mouth classifiers.

With our full software offering, we provide our clients a wide range of data with 20+ different facial expression classifiers, 9 emotional states and Affectiva's validated measures of Engagement, Valence and Attention to select from when conducting analysis.

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a smart eye company

The Applications of Emotion AI — in Automotive and Beyond

Emotion AI is a key technology in automotive interior sensing, as it can give nuanced insight into what's happening with people in a vehicle. Is the driver angry or surprised? Are the passengers enjoying the ride or are they engaged with the content that's playing in the back? Emotion AI data enables car manufacturers to improve safety and to deliver personalized mobility experiences that enhance comfort, wellness, and entertainment.

After Smart Eye's acquisition of Affectiva in 2021, our combined technologies have made us a powerhouse in Human Insight AI. And we can go beyond enhancing the automotive experience. Affectiva's technology is also used widely in the market research domain, and through iMotions, a Smart Eye company, we can enable next-level insights in behavioral research. By incorporating Emotion AI, Smart Eye continues to strive towards bridging the gap between humans and machines for a safe and sustainable future.

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a smart eye company

Let us show what emotion data can provide you

Contact Us: affectiva.com/contact-us