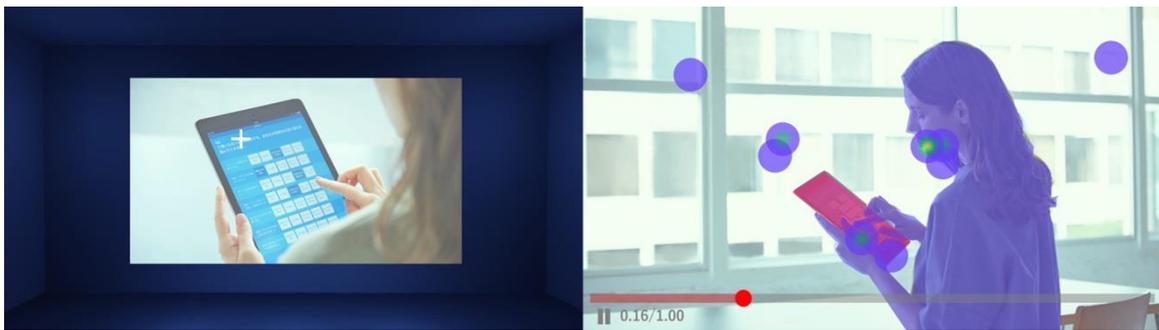


**SOOTH Announces Its GAZE Counter,
A Scoring and Analysis Solution for Viewer Gazes**

— Aiding Video Creators in Content Optimization —

TOKYO—July 17, 2019—SOOTH Inc. (“SOOTH”) today announced its GAZE Counter, a solution that displays a numerical score for the eye-tracking data of video viewers. These scores demonstrate the video elements on which the viewer’s attention have been caught.

It is difficult to intuitively assess how a video will affect people, but quantifying biological reaction data enables statistical analysis of this impact. Thanks to the organization and processing of the collected data, users can conduct comparative analyses to provide a contrast with other varied data sets or attribute-based studies.



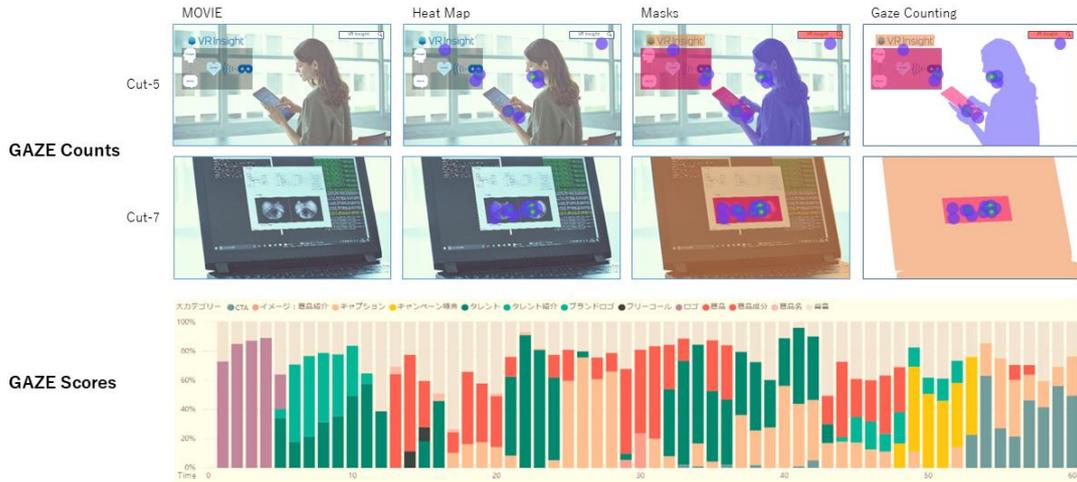
(photo left) Watching a video in a VR space

(photo right) Sectioning a video to extract points at which viewer gazes rest

Using SOOTH's expertise in VR to capture eye-tracking data

SOOTH used VR to finely capture eye movements, due to the ease of eye-tracking in this medium. VR limits the influence of external stimuli, making it more likely to be effective in capturing brainwave data.

GAZE Counter (analysis)



Recording gazes every second to generate gaze scores

Enabling analyses that incorporate brainwave and gaze data

By comparing over the same timeline a GAZE Score with a NEURO Score—a visualized record of human interest derived through processing brainwave data—this solution allows creators to determine the precise timing of viewers' strongest reactions while identifying what on the screen captured their attention.

Sample of a report (NEURO Scores and GAZE Scores)



Combining brainwave and gaze scores

SOOTH intends to use the knowledge gained through helping video creators improve their content quality to eventually establish an effective predictive model.

SOOTH and transcocosmos have partnered to develop the GAZE HACK method, which uses the GAZE Counter SOOTH has created. Visit the website below for more details on GAZE HACK.

transcosmos news release

<https://www.trans-cosmos.co.jp/english/company/news/190703.html>

SOOTH Inc. Corporate Profile

| | |
|-------------------------|---|
| Representative Director | Yasutoshi Nukada |
| Address | Ark Hills South Tower 16F WeWork, 1-4-5 Roppongi, Minato-ku, Tokyo |
| Establishment | February 1, 2018 |
| Capital | 320,000,000 yen (including capital reserves) |
| Business outline | Experience design consulting, content design and production through biological reaction data accumulation and application, and service/solution development |
| Website | https://www.sooth.co.jp/en/ |

Contact Information

SOOTH Inc.

Inquiry form: <https://www.sooth.co.jp/en/contact/>