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(54) Neuro-response evaluated stimulus in virtual reality environments

(57) A system presents stimulus materials such as products, product packages, displays, services, offerings, etc., in virtual reality environments such as market aisles, store shelves, showroom floors, etc. Sensory experiences output to the user via the virtual reality environment elicit user interactivity. User activity and responses are used to modify marketing materials and/or

virtual reality environments. Neuro-response data including electroencephalography (EEG) data is collected from users in order to evaluate the effectiveness of marketing materials in virtual reality environments. In particular examples, neuro-response data is used to modify marketing materials and virtual reality environments presented to the user.

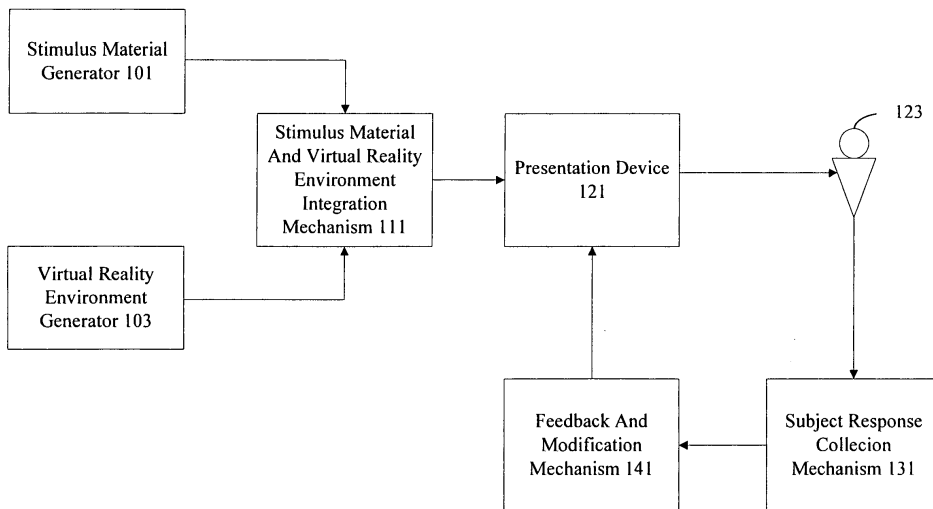


Figure 1A

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EUROPEAN SEARCH REPORT

 Application Number
 EP 11 00 6553

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The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 24 January 2014	Examiner Loveniers, Kris
CATEGORY OF CITED DOCUMENTS X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document		T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document	

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ANNEX TO THE EUROPEAN SEARCH REPORT
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This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file on
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专利名称(译)	神经反应评估了虚拟现实环境中的刺激		
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[标]申请(专利权)人(译)	尼尔森(美国)有限公司		
申请(专利权)人(译)	尼尔森公司 (美国) 有限责任公司		
当前申请(专利权)人(译)	尼尔森公司 (美国) 有限责任公司		
[标]发明人	PRADEEP ANANTHA KNIGHT ROBERT T GURUMOORTHY RAMACHANDRAN		
发明人	PRADEEP, ANANTHA KNIGHT, ROBERT T. GURUMOORTHY, RAMACHANDRAN		
IPC分类号	A61B5/00 A61B5/0484 A61B5/16 G06Q30/02 A61B3/11 A61B3/113 A61B5/04 A61B5/0402 A61B5/0496 A61B5/055		
CPC分类号	A61B3/112 A61B3/113 A61B5/04009 A61B5/0402 A61B5/04842 A61B5/0496 A61B5/055 A61B5/162 A61B5/163 G06Q30/02 G06Q30/0242 G06Q30/0244		
优先权	12/853197 2010-08-09 US		
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摘要(译)

系统在诸如市场过道，商店货架，陈列室地板等虚拟现实环境中呈现诸如产品，产品包，显示器，服务，产品等的刺激材料。通过虚拟现实环境输出给用户的感觉体验引出用户互动。用户活动和响应用于修改营销材料和/或虚拟现实环境。从用户收集包括脑电图 (EEG) 数据的神经反应数据，以评估营销材料在虚拟现实环境中的有效性。在特定示例中，神经响应数据用于修改呈现给用户的营销材料和虚拟现实环境。

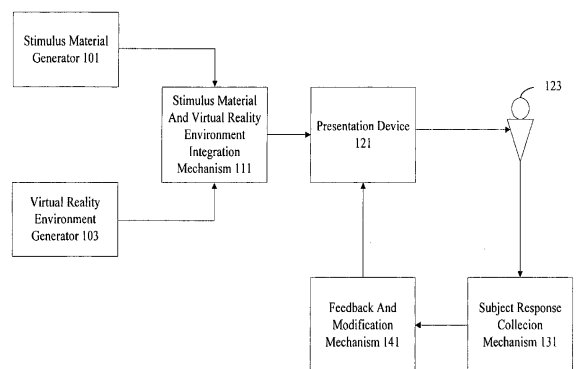


Figure 1A