



ATTENTIVE DISPLAYS™

**ATTENTIVE DISPLAYS** is a privately owned research and software development company. It has been involved in developing various novel sensing and interactive software modules which make the backbone of different attentive and interactive display systems in public spaces. We have designed and introduced some of the first interactive advertisement systems and installations in Bulgaria. Attentive Displays Ltd is a founding member of the Digital Spaces Living Lab and is co-ordinating and managing its main activities.

**Research and development expertise:** Attentive Displays does research and development of new software systems and interfaces in the following areas: (a) attentive displays; (b) attentive user interfaces; (c) attentive games; (d) interactive displays; (e) eye-tracking software systems and tools for eye movement data capture and analysis; (f) gaze-tracking systems and their applications; (g) gaze-contingent displays; (h) data and information visualisation systems; (k) information graphics; and (l) digital signage solutions.

**Industrial expertise:** Attentive Displays is a leading provider of consultancy and software development services in the field of attentive displays, eye-tracking based systems and data and information visualisation solutions. Our team of experts has undertaken consultancies for a number of European clients and has taken part in the development of various software systems. We have consulted clients in a whole range of areas and activities including researching, developing, integrating, testing and deploying new attentive displays, eye-tracking based systems and data and information visualisation solutions. We have developed several new systems and software products which are listed below.

**Products:** Attentive Display Systems - Advertising Attentive Display and Attentive Kiosk; Attentive Display Software (aDisplays): aCatalogue, aMovies, aWall

**Innovation:** Members of our staff have developed: (a) the first gaze-contingent display in the world using texture mapping; (b) the first volumetric stereoscopic gaze-contingent display in the world; (c) several of the best performing multi-sensor image fusion and video fusion techniques world-wide.

**Clients:** University of Bristol, UK (academia); Reforma Advertising and Actavis, Gensoft, ICT Media, Bulgaria (industry);

**Major research projects:** Attentive multi-display walls; Gaze-contingent displays; Digital maps for public displays; Viewing art in galleries/museums; aDisplays software

**Contact:**

Dr Stavri Nikolov  
Founder and Head of Research  
Attentive Displays Ltd  
stavri.nikolov@attentivedisplays.com  
[www.attentivedisplays.com](http://www.attentivedisplays.com)