

3M Launches Visual Attention Service to Help Evaluate the Impact of Creative and Graphic Designs

Quick Pitch: New Web-based 3M Visual Attention Service quickly analyzes creative and graphic designs and accurately predicts impact

3M has announced the launch of a new online service that helps graphic designers, communicators and marketers [quickly test the impact of graphic designs](#) and [increase the probability that viewers will pay attention](#) to the most important content in the first three to five seconds.

Called the [3M Visual Attention Service](#), the online tool is based on the company's [expertise in vision science](#) and [analyzes all the visual elements within an image](#), such as color, shape, contrast and text, to accurately predict if a design's visual hierarchy is strong enough to attract a viewer's attention. The [Visual Attention Service](#) also helps designers understand [which visual elements will drive the most attention](#), providing the critical information designers need to guide the revision process.

"Creative designs have historically been evaluated subjectively, but stakeholders are increasingly looking for scientific affirmation that designs will draw attention to key messages. This is a crucial step in compelling viewers to take the right action," said Bill Smyth, business manager, [3M Digital Out of Home Department](#). "Art truly meets science with our latest innovation. We've leveraged the company's 30 years of vision science experience to create an easy-to-use tool that delivers the objective assurance executives need while maintaining the designer's creative freedom."

Photos, creative content, packaging concepts and [all manner of creative media can be evaluated in different scenes or contexts](#). Users simply upload images to 3M's Web portal, and within minutes, the [Visual Attention Service](#) tool [analyzes and reveals the results](#).

The results include a heat map and region map. The heat map highlights areas likely to receive attention within the first three to five seconds. The region map outlines these areas and [reveals a score of the predicted probability that a person will look at the area](#) along with diagnostics to show why the region is likely to get attention.

"When designing Out-of-Home advertising, it's crucial to get a key message across in just a matter of seconds," said Mendi LeBlanc, Creative Director, [Lamar Advertising Company](#). "The Visual Attention Service by 3M allows us to check our design instincts against something scientific. Clients respect that we can provide this proven validation, especially when it is provided by a company they can trust like 3M."

Following a successful November market test, 3M's service is now globally available and costs as little as \$5 for each image upload through the [Microsoft Windows Azure platform](#).

"3M's remarkable Visual Attention Service demonstrates how technology can support creativity in ways that help guide and validate a designer's decisions," said Don Leeke, general manager of Microsoft Corp.'s North Central District. "Through the Microsoft Windows Azure platform, a cloud services operating system, Microsoft offers a robust foundation for 3M's solution to help its customers advance their creative processes."

For More Information:

3M Visual Attention Service Website: <http://www.3M.com/vas>
3M Visual Attention Service on Twitter: <http://twitter.com/3MVAS>
3M Visual Attention Service Q & A: <http://www.box.net/shared/pib3fh7cfg>
Free trial of 3M Visual Attention Service: <http://www.box.net/shared/hv3iyilnt9>
Webinar Featuring Customer Testimonials: <http://www.box.net/shared/q14svu1hym>
Download High-Resolution Graphics

3M VAS Workflow: <http://www.box.net/shared/850dnjfh7l>
3M VAS Heatmap Example: <http://www.box.net/shared/byh5thjgpy>
3M VAS Regionmap Example: <http://www.box.net/shared/k3bjku0bdu>
3M VAS "After" Example: <http://www.box.net/shared/1v0k3jivep>

3M Visual Attention Service YouTube Videos:

3M Visual Attention Service on YouTube: <http://www.youtube.com/user/3MInformatics>.
3M Visual Attention Service – Vision Science Background: <http://www.youtube.com/watch?v=y92bKdgGbN4>
3M Visual Attention Service – Pictures Taking Guide: http://www.youtube.com/watch?v=S0n9kLK_TWA
3M Visual Attention Service – Image Mark-Up: <http://www.youtube.com/watch?v=ekWMVbzsDHQ>
3M Visual Attention Service – Interpreting and Using Results: <http://www.youtube.com/watch?v=xCWTUf2Nkul>

About 3M

A recognized leader in research and development, 3M produces thousands of innovative products for dozens of diverse markets. 3M's

core strength is applying its more than 40 distinct technology platforms – often in combination – to a wide array of customer needs. With \$23 billion in sales, 3M employs 75,000 people worldwide and has operations in more than 65 countries. For more information, visit <http://www.3M.com>.

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