

Entropik Tech named Leader in Gartner's 'Competitive Landscape: Emotion AI Technologies, Worldwide' Report

Bengaluru, Karnataka Jan 13, 2022 ([Issuewire.com](https://www.issuewire.com)) - Entropik Tech named Leader in Gartner's 'Competitive Landscape: Emotion AI Technologies, Worldwide' Report

Bangalore, India, 13 Jan 2022: [Entropik Tech](https://www.issuewire.com), the world's leading Emotion AI company, announced that it has been named as a Representative Vendor in Gartner report titled '[Competitive Landscape: Emotion AI Technologies, Worldwide](https://www.gartner.com/en/research/publications/competitive-landscape-emotion-ai-technologies-worldwide)'. Entropik is also the only company to be listed under all four capabilities of Representative Vendors Overview, including Computer-Vision-Based Facial Expression Analysis, Audio-Based Speech Analysis, Biometric/Other Sensors, and NLT-Based Phonetic /Text Analysis. Analyst Annette Zimmermann conducted the research, released in December 2021.

According to the report, while the Affect Lab offering addresses user reactions toward adverts, products and brands, Affect UX targets UX designers to receive user feedback. Clients can choose from different technology modules such as eye tracking, facial coding, survey questions, and brain signal maps using special wearable devices to collect the data.

Affect API allows customers to integrate emotion detection into an (existing) mobile app or web page to obtain real-time customer analytics, including emotional data points. The recently beta-launched product, Decode, focuses on conversational insights from audio/video conversations using voice tonality, transcription, and NLT.

Ranjan Kumar, CEO, and Cofounder, Entropik Tech, states, *"In the last two years, Emotion AI has gone from a good to have to a must-have business competence. Emotion AI is penetrating nearly every industry with advances in technologies like facial coding and eye-tracking technology. We are witnessing businesses prioritize AI technologies that can interpret and build the ability to respond to human emotions in a better manner. I believe Gartner's report mentions the same and to be a part of this report is a testament to our vision and capabilities in the field of Emotion AI technologies."*

Gartner is an organisation recognized for providing impartial, high-quality consulting and research on many markets, as well as providing valuable information and insights to the technology community. In this report, Gartner uses a uniform set of assessment criteria showing the competitive positioning of different vendors of Emotion AI products. It showcases the strengths and weaknesses of the solutions assessed in the reports, allowing organizations to assertively choose the best tools to meet their business requirements.

Source: Gartner, Competitive Landscape: Emotion AI Technologies, Worldwide, Annette Zimmermann, 13 Dec 2021

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Source : Entropik Tech

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