



Press release

May 30, 2017

Tobii Releases Eye Tracking VR Development Kit for HTC Vive

Tobii today announced availability for the VR4 for Vive Kit, its eye tracking virtual reality (VR) hardware development kit based on the HTC Vive. Integrated with Tobii's eye tracking technology, VR developers now have access to tools to create more engaging and immersive content. Tobii's VR4 for Vive Kit is now available for preorder at <https://developer.tobii.com/vr-devkit> and will begin shipping June 2017. The kit will ensure that developers have the tools needed to develop integrated eye tracking content as commercial eye tracking enabled VR headsets hit the market.

"Our existing demonstrations have resulted in a strong demand for a VR development kit with Tobii eye tracking," said Oscar Werner, president of Tobii Tech. "Eye tracking is the next natural step for VR, and with this offering we are extending our commitment to the VR developer community to help provide the best experience possible for the end user while unleashing developer creativity."

Tobii's VR4 for Vive Kit is a retrofit service to the HTC Vive business edition. Providing a high quality and accurate eye tracking experience, this kit contains Tobii VR4 (a reference implementation of Tobii eye tracking designed to support HMDs), an HTC Vive business edition HMD kit, Tobii software development kit (SDK) software and Tobii example applications showcasing eye tracking interactions.

The VR4 for Vive Kit is not intended as a consumer product.

Find Out More:

- [Blog](#) about Tobii VR strategy.
- [Video](#) of Tobii developer explaining some of the benefits of eye tracking in VR.
- [White paper](#) on why eye tracking is the next natural step for VR.
- [Infographic](#) explaining difference of VR with and without eye tracking.

Research solutions: Eye tracking in VR is also transforming how studies can be conducted and opening up new research possibilities for professionals within fields such as psychology, shopper research, training and performance assessment. Tobii Pro enables researchers to collect and analyze gaze data for insights on human behavior in the real or virtual world. For more information on solutions for eye tracking research in VR visit [Tobii Pro VR](#).

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About Tobii

Tobii is the global leader in eye tracking. Our vision is a world where all technology works in harmony with natural human behavior. Tobii operates through three business units: Tobii Dynavox makes specially designed computers that are controlled by eye movement or touch screens for use by people with special needs due to spinal cord injuries, CP, ALS or other medical conditions. Tobii

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Pro develops and sells eye-tracking equipment and services used today by more than 3,000 companies and 2,000 research institutions, including all of the world's 50 highest ranked universities. Tobii Tech further develops Tobii's technology for new volume markets, such as computer games, personal computers, virtual reality and smartphones. Tobii is headquartered in Sweden and is listed on Nasdaq Stockholm (TOBII). The group has over 750 employees. For more information, please visit www.tobii.com.

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