tobii tech

4tiitoo and Tobii Expand Gaming Experience With Gaze-enabled Demo of Minecraft

Munich & Stockholm, Nov. 20, 2012—Tobii Technology, the global leader in eye tracking and gaze interaction, together with 4tiitoo, a pioneer in developing natural user experience-focused software solutions, today announced the exciting result of a joint development project: a demo version of the computer game Minecraft that allows gamers to use their eye gaze in the game play. The demo will be on display at the Intel booth at Minecon, the official Minecraft event, Nov. 24-25 at the Disneyland Resort, Paris.

"Through the implementation of natural user interaction, particularly gaze, we are able to push the physical game controls to the background, allowing players to experience an immersive, fun and unparalleled gaming environment," said Tore Meyer, CEO of 4tiitoo, "We are excited about the opportunity to show gamers the new possibilities of our NUIA® SDK, and we are looking forward to applying our technology to numerous applications in the near future."

Built on 4tiitoo's NUIA® SDK, Minecraft and other similar gaming applications can be developed and deployed very quickly and efficiently using some of the most cutting-edge and emerging interaction modalities. The gaze-enabled Minecraft demo, which uses Tobii's award-winning eye-tracking technology, adds an additional layer of interaction to the game, allowing players to engage with more game elements within their field of vision.

"As Tobii expands its range of eye-tracking applications in the consumer electronics industry, from personal computing to vehicles, we seek partners that value the enhanced user experience that gaze brings to consumers," said Henrik Eskilsson, CEO at Tobii Technology. "With this demo, 4tiitoo is demonstrating its commitment to the consumer by creating a truly natural user experience, taking a very exciting step forward for the gaming industry."

With Tobii's gaze interaction development kit, developers can quickly get started exploring this new modality and bringing a new, exciting user experience to their products. By joining Tobii's partner program, developers get access to the Tobii Gaze Interaction SDK, hardware eye tracker, and training, as well as other elements needed to get started developing gaze-enabled software.

In addition to Minecon, the Minecraft demo will be on display at the Tobii booth (No. 35266) during the 2013 International CES in Las Vegas, Nev., Jan. 8-11, 2013.

Media contacts

Corporate contact:
Sara Hyléen, Head of PR, Tobii Technology; phone: +46 709 161 641, email: sara.hyleen (@) tobii.com

In the U.S.:
Kristina Messner, Focused Image; phone: +1-703-678-6023, email: kmessner (@) focusedimage.com

4tiitoo:
Email: press (@) 4tiitoo.com; Phone: + 49 89 2000 128 24

About 4tiitoo

4tiitoo AG creates innovative software solutions to bring a more intuitive and natural user experience to the daily computer interaction. With a focus on the touch user experience 4tiitoo launched a tablet PC in 2010. Since then the company has extended their development to a multi-sensor user experience and provides intuitive software solutions across platforms, sensors and languages. 4tiitoo's latest product, the NUIA® software suite, offers OEMs and sensor vendors a high level abstraction layer with an extension model that easily enables all existing applications for the new computing capabilities. For developers the NUIA® technology provides a simple way to create applications based on the comprehensive NUIA® SDK. www.4tiitoo.com