



## Tobii Acquires AAC leader DynaVox Systems LLC

STOCKHOLM, SWEDEN/BOSTON, MA — May 22, 2014 — [Tobii Technology](#), the global leader in eye tracking, today announced it has reached an agreement to acquire 100 percent of the membership interest in [DynaVox Systems LLC](#), a leading provider of speech-generating devices and symbol-adapted special education software. The future merger will solidify Tobii's Assistive Technology division as the international leader in the augmentative and alternative communication and accessibility markets.

"The merger of Tobii's Assistive Technology division and DynaVox creates a stronger market leader, dedicated to innovative new products and the further empowerment of our users. We are passionate about these users and will focus all our energy on delivering the best possible products and services to meet their needs," says Henrik Eskilsson, CEO of the Tobii Group.

Both highly respected, DynaVox and Tobii Assistive Technology have strong, complementary competencies: DynaVox is the leader in augmentative and alternative communication (AAC) solutions predominantly for people with cognitive communication disabilities such as autism, aphasia and developmental delay. Tobii is the global leader in eye-tracking AAC and accessibility solutions for people with various physical and cognitive disabilities, such as ALS, Rett syndrome, spinal cord injury and cerebral palsy.

The two companies will also strengthen their offerings geographically in the United States and Canada, where both have successfully addressed various communication and accessibility needs for tens of thousands of individuals. Tobii Assistive Technology's broad presence in Europe, China and other emerging markets will help bring DynaVox products to even more individuals.

"DynaVox impresses us with a strong portfolio of highly respected products, as well as a dedicated team with industry-leading competence. We see this acquisition as an opportunity to combine our complementary offerings in order to create a truly winning team," says Fredrik Ruben, president of Tobii Assistive Technology. "At the same time, it creates the means to be the leader in driving industry topics for the benefit of our customers, their families, caretakers, medical professionals and all other stakeholders."

### About the new entity

Tobii is acquiring DynaVox Systems LCC, the operating company in the DynaVox Group. DynaVox Systems LLC is fully operational and is not under U.S. Chapter 11 protection, as opposed to other legal entities not acquired by Tobii. Through this deal DynaVox will be merged with Tobii Assistive Technology, the largest division within the Tobii Group, which is the leader in eye-tracking communication and accessibility solutions.

Tobii Assistive Technology is headquartered in Stockholm, Sweden, and has a global network of offices, sales representatives and resellers. DynaVox Systems LLC is headquartered in Pittsburgh, Pa., and has strong presence and distribution predominantly in the North American market. The new combined entity will have some 350 employees worldwide and will be a subsidiary of Tobii Technology AB, headquartered in Stockholm, Sweden.

### About Tobii Technology

Tobii Technology is the global leader in eye tracking and is pioneering eye tracking in personal computing, has transformed research in many fields and has enabled communication for thousands of people with special needs. The company develops and delivers core eye-tracking technology as well as a comprehensive solution for interaction and analytical applications. Tobii is headquartered in Sweden and operates through three divisions: Tobii OEM Solutions, Tobii Assistive Technology and Tobii Analysis Solutions, with offices in the United States, China, Germany, Japan and Norway and a global network of resellers. Founded in 2001, Tobii continues to achieve rapid annual growth and receive awards and recognition for its accomplishments. [www.tobii.com](http://www.tobii.com).

### About DynaVox Systems, LLC

DynaVox Systems LLC is a leading provider of speech-generating devices and symbol-adapted special education software used to assist individuals in overcoming their speech, language and learning challenges. These solutions are designed to help individuals who have complex communication and learning needs participate in the home, classroom and community. For more information, visit [www.dynavoxtech.com](http://www.dynavoxtech.com).

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