

Press release for immediate release:

Tobii launches Sono Primo – the comprehensive and motivational content package for emerging communicators.

Stockholm, Sweden, December 15th, 2010 – Today Tobii Technology AB announced the launch of Sono Primo, a brand new vocabulary system for assistive and augmentative communication. Sono Primo offers situational communication with core vocabularies, social scripts, visual scenes and more for emergent communicators.

Path to future growth

Sono Primo is a language content product for emerging communicators that lays the foundation for success. It is available for both the static display S32 and for Tobii's dynamic display devices and offers the right language and entertaining activities for a quick path to meaningful communication.

Situational communication

Sono Primo addresses a carefully selected set of communicative situations within a child's world of experience. Each context offers a broad variety of pre-programmed content that makes it easy to create lively interactions through joined activities. The material allows exploring communicative roles, coach participation, as well as model language use in a playful and entertaining way.

Appropriate language levels

As suggested by leading AAC researchers, the different developmental stages of AAC users are matched through a variety of language representation:

- Single symbol grid pages
- Social scripts
- Visual scenes
- Hybrid scenes
- Storybooks
- Fun activities

Quick setup and customization

The Sono Primo provides great flexibility through its Control Center in Communicator. It allows for the quick pre-selection of activities, instant changes to the visual appearance, as well as easy to adjust settings. Further customizations, like changing vocabulary words and creating your own contexts from templates are really easy.

A natural voice

Sono Primo is based on the research of leading scientists in the field of AAC with young children (Janice Light, Kathryn Drager, David Beukelman, Mary Anne Ronski, Rose Sevcik and others). One



result of this research is the use of recorded children's voices, as studies indicate a superior efficiency in learning over synthetic speech.

System requirements

Sono Primo requires Tobii Communicator 4.5 and a MyTobii P10, Tobii C8 or Tobii C12. Tobii Sono Primo also runs with Tobii SymbolMate and a Tobii S32.

Pricing

Sono Primo is free of extra cost when purchasing a Tobii communication device together with Tobii Communicator.

Sono Primo's recommended list price when bought separately is 300 Euros/249 USD.

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More information

For more information about Sono Primo, please visit www.tobii.com.

For interviews and additional information, please contact:

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About Tobii Technology

Tobii Technology is the global market leader in hardware and software solutions for eye tracking and eye control. Our products are widely used within the scientific community and in commercial market research and usability studies, as well as by disabled people as a means to communicate. Tobii also drives integration of eye tracking technology in a large number of other areas, offering OEM components for integration into various industry applications. Founded in 2001, Tobii has continuously shown very rapid year-to-year revenue growth. The company is based in Stockholm, Sweden, with offices in the US, Germany, Norway, Japan and China. Products are sold directly to customers and through resellers and partners worldwide. www.tobii.com