



## Tobii and Ergoneers Partner to Help Automakers Improve Safety and Ergonomics Using Remote Eye Tracking

MUNICH and STOCKHOLM — April 15, 2014 — The [Analysis Division of Tobii Technology](#), the leader in eye-tracking research solutions, today announced its partnership with [Ergoneers](#), a leading provider of ergonomic engineering solutions. Ergoneers will resell Tobii's world-leading remote eye-tracking systems with its comprehensive measurement and analysis software, D-Lab, and custom-built driving simulators.

Tobii's remote eye trackers will provide D-Lab users with more options for collecting eye-tracking data in simulator environments. Remote eye tracking will provide new opportunities to more effectively analyze and optimize human-machine interaction in the transportation industry, to which Ergoneers already offers solutions built around its wearable eye-tracking system, Dikablis.

"We are excited to add Tobii's world-leading remote eye trackers to our portfolio. This will enable us to model and create tailored simulator solutions based on eye tracking in a larger variety and meet the requirements of more users and research scenarios," said Marlene Gagesch, product manager D-Lab at Ergoneers.

D-Lab is a powerful all-in-one research tool for objectively measuring and analyzing human behavior in both real-world and simulated situations. D-Lab is extremely versatile in analyzing various types of data from any kind of analog or digital data streams, including remote eye tracking, eye tracking in head-mounted displays, different kinds of audio and video output, and physiological measures.

Tobii's eye trackers are ideal for simulator testing because the remote eye trackers offer a revolutionary large track box that allows participants to move freely and naturally during task performance while still maintaining unparalleled tracking accuracy. A high level of accuracy and efficiency can be achieved for the in-depth study of select features of a simulated interface.

"Eye tracking is quickly becoming a standard research tool for simulator environments," said Tom Englund, president of analysis solutions at Tobii. "We are excited about the partnership with Ergoneers, one of the most successful and innovative providers of simulator solutions for the automotive space. We look forward to working together with their team to uncover new insights related to driver safety, comfort, usability and more. This new partnership aligns strongly with our overall strategy and vision of bringing eye tracking into a wider variety of research environments and applications."

### About [Tobii Technology](#)

Tobii Technology is the global market leader in eye tracking and pioneer of gaze interaction. The company's products are widely used within the scientific community and in commercial market research and usability studies. They are also used as a means to communicate by people with disabilities. Tobii drives innovation of eye-tracking technology in many other areas, offering OEM components for integration into various industry applications, such as for use in hospitals, engineering, sports and the entertainment industry. Founded in 2001, the company has received numerous awards for its technology innovations and recognitions for its rapid financial growth. Tobii is based in Stockholm, Sweden, and has offices in the United States, Germany, Norway, Japan and China. More information is available at [www.tobii.com](http://www.tobii.com).

### Tobii Media Contacts:

#### *Corporate contact:*

Eva Windisch, Head of Marketing, Tobii Technology — Analysis Solutions, +46 70 771 67 68, [eva.windisch@tobii.com](mailto:eva.windisch@tobii.com)

#### *In the U.S.:*

Kristina Messner, Senior Vice President of Public Relations, Focused Image, +1-703-678-6023, [kmessner@focusedimage.com](mailto:kmessner@focusedimage.com)

### About [Ergoneers](#)

Ergoneers develops, manufactures and markets state-of-the art simulation, measurement and analysis systems used to research and optimize human-machine interaction. The company also provides comprehensive consulting services, supporting customers through every phase of development and launch of their product portfolio. Ergoneers is recognized internationally as a key partner to major players in the transportation, consumer products, market research and biomechanics/sports industries for behavioral research and ergonomics. Founded as a spin-off from the Faculty of Ergonomics at the Technical University of Munich, the Ergoneers Group is headquartered in the Munich Area. Growing rapidly, in 2012 the company opened a second facility in Germany and founded Ergoneers of North America. The company also has an extensive network of worldwide distributors. More information is available at [www.ergoneers.com](http://www.ergoneers.com).

### Ergoneers Media Contact

#### *Corporate contact:*

Sandra Sengl, Coordinator Marketing & PR, Ergoneers, +49-8459-99542-62, [sengl@ergoneers.com](mailto:sengl@ergoneers.com)