



Tobii Dynavox launches Snap Scene, a learning app for young children with communication challenges

Stockholm, June 20, 2016 – Tobii Dynavox introduces [Snap Scene™](#), an instant, photo-based communication and language-learning app for children. Research shows that children with communication difficulties, as young as 6 months, can receive significant benefit from in-the-moment communication, allowing immediate participation in interactions. It is also clear that at-risk children who do not receive intervention early enough are more likely to struggle with communication in the future.

Snap Scene is designed for children at the beginning stages of learning who do not speak or who are at risk of developing communication difficulties. Based on the research by Dr. Janice Light, Ph.D., of Penn State University, Snap Scene addresses early communication needs at a critical stage in a child's life – when language is first emerging. Children at risk for communication challenges can easily fall behind but Snap Scene can help make the difference between language learning success and lifelong language difficulties.

“Our vision is to give everyone a voice and the means for everyday communication, from the youngest of ages all the way through adulthood”, says Fredrik Ruben, President of Tobii Dynavox. “Snap Scene becomes an important first stepping stone at a pivotal point in a child's life. It is specially developed to help children progress towards more advanced communication abilities and to start them on a path towards literacy.”

The power of Snap Scene is largely in the simplicity of the app – Simply take a photo, draw a hotspot and record a message. It allows parents to focus on topics that interest their child in-the-moment. Everyday moments become fun and motivating learning opportunities by encouraging back and forth communication and introducing new words and concepts.

As part of the launch, Tobii Dynavox is also releasing a free companion app to Snap Scene, called Tobii Dynavox Pathways. It is a one-of-a-kind tool packed with expert advice on how to meaningfully impact a child's communication success. Based on best practices from experts in the field, Pathways provides suggestions and real-world videos to show parents, teachers and even therapists how to get the most out of Snap Scene.

Snap Scene is now available in eight different languages: English, French, German, Danish, Dutch, Swedish, Norwegian, and Spanish. It is available for the iPad (iOS) and Windows for \$49.99. The iPad app is available from iTunes. The Windows version can be found on www.mytobiidynavox.com or www.mayer-johnson.com. Snap Scene Lite, a free trial version, is available through the same channels. Pathways (available in English) can be downloaded from the iTunes store.

To learn more about Snap Scene and Tobii Dynavox Pathways, visit www.tobiidynavox.com/snap-scene

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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 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 vehicles. Tobii is headquartered in Sweden and is listed on Nasdaq Stockholm (TOBII). The group has over 600 employees. For more information: www.tobii.com.

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