



## Press release

August 30, 2016

# Tobii in Collaboration with Alienware

**Tobii AB announces a collaboration with Alienware, Dell's high-performance PC gaming brand. The collaboration concerns integration of Tobii's leading eye-tracking technology in one of the company's premium products.**

Alienware, Dell's high-performance PC gaming brand, manufactures a diverse selection of customizable high-performance desktop and notebook systems. Alienware plans to provide more information about its coming product at a launch event on [twitch.tv/alienware](http://twitch.tv/alienware) and [Alienware Arena](#) on September 2 at 6 a.m. CET.

*This information is information that Tobii AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out below, on August 30, 2016, at 6:00 p.m. CET.*

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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 around 700 employees. For more information, please visit [www.tobii.com](http://www.tobii.com).

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