



Press release

September 2, 2016

Tobii Receives Order from Alienware Regarding the IS4 Eye-Tracking Platform

Tobii AB has received an order for eye-tracking platforms of the model IS4 from Alienware for integration of Tobii's world-leading technology for eye tracking in the gaming notebook Alienware 17. Shipment is planned to take place over an 18-month period starting in the third quarter of this year. There are no binding volume commitments but deliveries will be done in pace with sales of the Alienware product.

“This is an important milestone and a major step forward for Tobii in the PC gaming market. We see great potential in this area, which currently is the primary area of focus for the business unit Tobii Tech. We are still addressing the premium segment, but volumes increase gradually from low levels as more game titles and hardware with eye tracking becomes available”, said Oscar Werner, President for Tobii Tech.

Alienware, Dell's high-performance PC gaming brand, manufactures a diverse selection of customizable high-performance desktop and notebook systems. For more information about the product, see dell.com.

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 September 2, 2016, at 6:00 a.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.

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