



Press release

Stockholm, November 7, 2016

Tobii announces design win with large smartphone manufacturer

Tobii has signed a development and license agreement with a large smartphone manufacturer for the development and delivery of eye tracking software for implementation in one smartphone model.

The scope of delivery includes algorithms that implement a subset of Tobii's eye tracking functionality. The agreement does not include sales of hardware components, which means that Tobii's revenue is limited to up-front fees and a royalty per unit. There are no binding volume commitments. Tobii cannot disclose the customer's name, any information regarding potential sales volumes or planned launch date.

"It is of course very exciting that device manufacturers see the potential for eye tracking also in mobile devices. This agreement targets an initial implementation with a limited set of innovative features. We are humble to the fact that significant resources and time will be required to fully understand and develop the use cases and value of eye tracking in smartphones and other mobile devices. In the long term, we believe there could be significant potential for Tobii in this area", said Oscar Werner, President Tobii Tech.

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 November 7, 2016, at 7:00 a.m. CET.

Contact

Sara Hyléen, Corporate Communications Director of Tobii AB

Phone: +46 709 16 16 41, email: sara.hyleen@tobii.com

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 700 employees. For more information: www.tobii.com.

Tobii AB (publ)
Box 743
S-182 17 Danderyd
Sweden

phone: +46 8 663 69 90
fax: +46 8 30 14 00
www.tobii.com