



Hermann Hauser Joins Tobii's Board of Directors

Stockholm, January 3, 2011 – Tobii Technology, the world leader in eye tracking and eye control technology, positions itself for the future with the addition of two newly elected members of the board of directors: Dr. Hermann Hauser, the co-founder of ARM representing Amadeus Capital Partners, and Arne Almerfors, the new Tobii Chairman of the Board.

"Tobii Technology has a ten-year history of developing eye tracking solutions for niche markets. Our next step is to expand our position and move into mainstream applications," says Henrik Eskilsson, CEO and co-founder of Tobii Technology. "This is a new phase in the history of the company and we are very pleased to have two new board members onboard with extremely strong track records in successfully building large global businesses."

Dr Hermann Hauser represents Amadeus Capital Partners, one of Tobii's venture owners, which he co-founded in 1997. Hauser is one of the best-known entrepreneurs and venture capitalists in the world, with a long history of founding companies in a range of technology sectors. These include ARM – world-leading in micro-processing technology, Acorn Computers, Active Book Company, NetChannel and Cambridge Network Limited. At Amadeus, Hauser has been a non-executive director of many successful investee companies.

"I am delighted to be joining the board of this exciting company. Tobii's products are vital to many people in the world and eye tracking has multiple applications and huge potential. I greatly look forward to working with the team," says Hauser.

Hermann Hauser's appointment to the Board will enhance Amadeus' contribution to the company. His experience and networks should be a great benefit to Tobii in its next step of growth and expansion in existing and new industry segments.

Arne Almerfors is the new Chairman of the Board of Directors. Almerfors has more than 20 years of experience from leading positions in international high-tech companies. Most recently Almerfors was the CEO of Flir Systems Sweden, the world leader of thermal imaging infrared cameras.

"I'm pleased to welcome two highly qualified individuals as members to the Tobii Board of Directors," says Anders Ösund, Investment Director at Investor Growth Capital. "Adding the industry expertise and networks of Hermann Hauser and Arne Almerfors will help Tobii fulfill its mission of being the global leader in eye tracking solutions in existing niche markets and new consumer applications."

Other changes in the Board

Almerfors is replacing Nils Bernard, who is continuing his assignment as a Director of the Board. Two board members whose terms close are Jeppe Zink, who formerly was the representative of Amadeus



Capital Partners in Tobii's Board of Directors and Göran Gezelius, who has been appointed to the Board of Directors of AMF, a Swedish limited liability life insurance company.

The two new board members were officially elected on December 12, 2011.

[A full presentation of the Board of Directors is available on Tobii's web site.](#)

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About Tobii Technology

Tobii Technology is the world leader in eye tracking and eye control. The technology makes it possible for computers to know exactly where users are looking and implemented in comprehensive solutions for research and communication, Tobii's leading eye tracking technology has already transformed research in many fields and enabled communication for thousands of people with special needs. Tobii delivers market-leading eye tracking technology and OEM components to applications such as computers, gaming and vehicle safety systems, as well as to applications in hospitals, diagnostics, security and more. Founded in 2001, Tobii continues to achieve rapid annual growth and receive awards and recognition for its accomplishments. Based in Sweden, Tobii has a global presence with offices in U.S., China, Germany, Japan, Norway, and a worldwide network of resellers and partners. For more information, visit www.tobii.com.

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