



Tobii and EyeTech announce technology partnership

STOCKHOLM — March 9, 2015 — Tobii, the world leader in eye tracking, and EyeTech Digital Systems Inc., an innovator in eye tracking hardware and software, jointly announce that they have entered into a royalty-bearing technology partnership/license agreement giving EyeTech access to Tobii's patented *Region-of-Interest* technology.

Through the license EyeTech becomes the second licensee to receive the ability to use Tobii's proprietary *Region-of-Interest* technology, which is a core component of modern high-speed, power-efficient eye tracking.

"Tobii strives for broader adoption of eye tracking, and through licensing we can let more people become aware of and experience the revolutionary benefits of this technology. This arrangement reinforces Tobii's leading Intellectual Property position in the space of eye tracking, and we look forward to a strong relationship with EyeTech and other licensees", said Henrik Eskilsson, CEO of Tobii.

"By licensing the *Region-of-Interest* technology, EyeTech gains greater capability, particularly where a combination of high speed and large head box are needed. We think the agreement will be beneficial to both companies and may pave the way for additional technology sharing", said Robert Chappell, CEO of EyeTech Digital Systems.

Tobii's *Region-of-Interest* technology is covered by U.S. patent 7,572,008 filed in 2003, as well as other worldwide patents. Tobii has produced significant advances in eye-tracking technology including innovations that contribute to the superior performance, reliability and accuracy of its eye-tracking systems. Its patent portfolio covers areas such as sensor technology, illumination methods, data transfer mechanisms and eye-control interaction techniques. Tobii's leading eye-tracking technology is used in several industries and applications developed by Tobii or its partners.

About EyeTech Digital Systems

Founded in 1996, EyeTech Digital Systems designs, develops and markets eye-tracking algorithms, software, and hardware. EyeTech's embedded smart tracker technology powers assistive technology, research, and various embedded OEM applications.

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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 has pioneered research in many fields and enables communication for tens of thousands of people with special needs. We also focus on changing how people interact with technology in computers, games and cars. Tobii operates through three business units: *Tobii Dynavox* makes specially designed computers that are controlled by eye movement or

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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 2000 companies and 1500 research institutions, including 49 of the world's 50 highest ranked universities. *Tobii Tech* further advances Tobii's technology for new volume markets such as computer games, personal computers and cars. Tobii covers the global market through its offices in Sweden (headquarters), the USA, China, Japan, Germany, the UK, and Norway, along with a global network of resellers. The Group has some 600 employees and has achieved rapid annual growth since it was founded in 2001. Read more at www.tobii.com.

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