



## Tobii receives order for eye-tracking platforms from MSI

**Stockholm – November 13, 2015 – Tobii AB (Nasdaq Stockholm: TOBII) has received the first purchase order from Micro-Star International Co. Ltd (MSI) for its eye-tracking platform Tobii IS3. The platforms are to be used in premium gaming notebooks from MSI. Deliveries are planned to begin at the turn of 2015/2016.**

“This order is for integration of eye tracking in a high-end gaming notebook. This means that the initial volume is low, however it’s still an important milestone since it is our first order for integration of Tobii’s eye-tracking platforms in laptops. There is exciting potential for Tobii in the market for PC gaming, but it will require time, investments and many more games that support eye tracking before we can reach significant sales volume in this segment”, said Oscar Werner, Business Unit President, Tobii Tech.

The order that was retained by business unit Tobii Tech has no significant impact on net sales of the Tobii Group.

The Taiwanese company MSI is a world-leading manufacturer of gaming notebooks and desktop computers. A letter of intent between MSI and Tobii was disclosed in June of this year. Since then the companies have collaborated on technology integration and marketing to encourage game developers to integrate support for eye tracking in their games.

*Tobii discloses this information pursuant to the Swedish Securities Market Act and/or the Swedish Financial Instruments Trading Act. The information was submitted for publication on November 13, 2015, at 3:00 p.m. CET.*

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### About Tobii Tech

Tobii Tech is a business unit of Tobii, the global leader in eye-tracking. Tobii Tech focuses on taking Tobii’s leading eye-tracking technology to high-volume markets including computers, gaming devices, virtual reality head mounted displays, vehicles and medical devices. Its customers integrate Tobii’s eye-tracking technology into various devices and applications and take these products to market under their brand and channel. For more information, please visit [www.tobii.com/tech](http://www.tobii.com/tech).

### 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 2,000

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companies and 1,500 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 approximately 600 employees. For more information, please visit [www.tobii.com](http://www.tobii.com).

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