



Tobii Pro launches world's first large-scale, eye tracking survey panel

Stockholm, November 30, 2015 – [Tobii Pro](#), the global leader in eye-tracking research solutions, launches the world's first large-scale survey panel with continuous online attention data collection from 1,000 eye trackers, set up in Swedish households. Attention data will facilitate the evaluation of digital advertising for publishers and brands. Tobii has signed an agreement with Adssets, an advertising solutions provider serving many of the leading online publishers in the Nordics and Europe, to provide data from the panel starting in Q1, 2016.

Eye tracking is a powerful, rapidly growing research method for understanding human behavior by revealing what a person is looking at. Publishers and brands use it for insights into how audiences and consumers attend to and engage with different marketing messages. Until today, eye-tracking data has mainly been collected in research labs or at store facilities.

Tobii Pro now deploys the world's first large-scale in-home survey panel equipped with eye tracking. In a representative sample of the country's population, 1,000 Swedish households will opt-in to the panel and have an eye tracker attached to a laptop or desktop computer in their home. This panel enables attention data to be collected continuously from a large number of people during their everyday use of digital media. In the collaboration with Adssets, the data will be converted to visual engagement metrics, which Adssets will then make available to publishers and brand owners, opening up new ways to evaluate the effects of online advertising spending.

"Visual engagement measurements present exceptional opportunities for brands to connect with consumers in new and exciting ways," said Rickard Ebersjö, CEO of Adssets. "Adssets is known in the market for rich media advertising that truly engages the consumer and for providing deep reporting metrics to determine campaign success. By combining these metrics with Tobii's eye-tracking technology and panel capability, we can provide another dimension of reporting to advertisers to help maximize brand impact."

"We live in a fast-paced and noisy world where advertisers are fighting for attention. By measuring attention we can provide answers to visual impact and audience engagement, going beyond measuring activities such as clicks or impressions," said Tom Englund, president of Tobii Pro. "Eye-tracking panels enable direct access to large volumes of attention data that can be served cost-efficiently and in real-time. This eye-tracking panel is an integral part of serving the advertising industry and an important milestone in bringing the value of eye tracking to many more companies."

[Tobii Pro](#), part of the Tobii Group, is the leading provider of eye-tracking research solutions and services designed to deepen the understanding of human behavior. Through eye-tracking insights, business and science professionals are enabled to drive change and further their research. The solutions are used in a wide range of fields, from shopper research and usability testing, to psychology and vision research. Tobii Pro has over 2,000 commercial enterprises and 1,500 academic institutions among our clients, including Microsoft, Procter & Gamble, Ipsos, GfK and all of the world's 50 top-rated universities.

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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 2,000 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 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.

About Adsets

Adsets is a mobile first technology company that provides leading-edge rich media advertising solutions to the fast-evolving digital media world. The company continuously pioneers its solutions to maximize consumer engagement and provide deep performance visibility to advertisers, agencies and publishers. The company is headquartered in Stockholm, Sweden, and has tier-one customers across all major European markets.

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