



Press release

December 16, 2016

Huawei integrates Tobii eye-tracking features in Honor Magic smartphone

Huawei today unveiled the inclusion of eye tracking its new Honor Magic smartphone. The Honor Magic is Tobii's first smartphone integration and uses features that are based on the user's presence and attention, which is a sub-set of Tobii's full eye-tracking capabilities. This makes the smartphone more responsive since it is aware of the user's actions and intentions. The Honor Magic will only be available in the Chinese market, and sales will begin on December 23, 2016. This announcement relates to the same design win as Tobii communicated through a press release on November 7, 2016.

"Working closely to co-develop these features, we're excited to bring consumers their first quality interactions with eye tracking in smartphones" said Henrik Eskilsson, CEO of Tobii. "We believe that in the long term eye tracking will bring a profound impact to the user experience in smartphones. It is dedicated, well-respected partners like Huawei that help us continuously innovate."

Being Tobii's first smartphone implementation, the Honor Magic is enhanced with Tobii's EyeCore algorithms and a near infrared camera to acquire information on the presence and attention of the user. The solution is focused on making the Honor Magic a more intelligent smartphone, but does not detect the precise gaze of the user. The device can better understand the user's current state, has greater insight into the user's intention and is better able to accommodate their actions.

"The Honor Magic is taking the first important steps towards the future of interaction in smartphones. As we've seen during this year with product releases from Alienware, Acer, MSI, Ubisoft, Square-Enix and now also Huawei, the consumer electronics industry is placing emphasis on eye tracking as a new, exciting interaction modality. We see this happening simultaneously in gaming, VR and smartphones," said Oscar Werner, president of Tobii Tech.

As a consequence of the information in this press release, Tobii will prepare and announce a supplement to the prospectus prepared in connection with the ongoing rights issue, read more at www.tobii.com/rights-issue-2016/.

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 December 16, 2016, at 09:00 a.m. CET.

Contact

Sara Hyléen, Corporate Communications Director, Tobii AB
Phone: +46 709 16 16 41, email: sara.hyleen@tobii.com

Stephan Floyd, Head of Content PR and Brand, Tobii Tech
Phone: +1 781 223 2005, email: Stephan.floyd@tobii.com

About Tobii

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



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, please visit 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