



## Press release

Stockholm, May 2, 2018

# USB Standard Established for Eye Tracking

**Tobii, working in collaboration with Microsoft, Intel and EyeTech DS, have created a USB HID (Human Interface Device) standard for eye tracking. This enables eye tracking technology to join the family of devices such as mice, keyboards, game controllers, digitizers, touchpads, and more, that have standard interfaces agreed on by USB.org.**

The new standard represents an important step for the entire eye tracking industry, users and developers. Essentially, it establishes eye tracking as a control mechanism for consumer electronics, enabling more robust and widespread adoption of eye tracking technology across devices and applications. Specific benefits across select industry segments include:

- Developers of both applications and operating systems can be more confident that they can leverage and see return from investments in integrating eye tracking use cases into their software across a variety of different hardware devices for eye tracking.
- Device manufacturers can integrate eye tracking technology with increased confidence that there will be a rich eco-system of content available that utilizes the technology.
- End-users can obtain a consistent plug-and-play experience that they can trust and recognize across different devices and applications.

“The ratification of the new USB HID standard is a key milestone for Tobii and shows that eye tracking has formally joined the ranks of credible and future-proof interface technologies,” said Henrik Eskilsson, CEO, Tobii. “It ensures that the foundation is now in place to support mainstream adoption of eye tracking technology across operating systems, platforms, and devices.”

For more information about the new USB HID standard for eye tracking, read more on [Tobii's blog](#).

## Contact

Ben Conrad, Vice President of Media and Influencers, Tobii Tech, Phone +1 (650) 224-6261, email: [ben.conrad@tobii.com](mailto:ben.conrad@tobii.com)

## 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 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 smartphones. Tobii is headquartered in Sweden and is listed on Nasdaq Stockholm (TOBII). The group has about 1,000 employees. For more information, visit [www.tobii.com](http://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](http://www.tobii.com)