



## Press release

Stockholm, 31 May 2018

# Tobii and Lumus Bring Eye Tracking Technology to Augmented Reality Eyewear

**Today, at the Augmented World Expo (AWE), Tobii announced that it is working with [Lumus](#), a leader in transparent displays for augmented reality (AR), to incorporate eye tracking technology as part of the Lumus DK50 AR development kit. Prototypes of the Lumus DK50 AR development kit with integrated Tobii eye tracking will be privately demonstrated at AWE.**

“This collaboration provides additional evidence for the strong demand we are experiencing to integrate eye tracking technology into both AR and VR devices,” said Oscar Werner, Business Unit President of Tobii Tech. “For the last two years, we have been focusing on partnerships and projects to integrate eye tracking into VR headsets to bring about better VR devices and better user experiences. In parallel, we see a growing interest in AR, where the benefits of eye tracking are even stronger.”

With Tobii eye tracking, both AR glasses and VR headsets can become much more responsive to the user as devices gain the ability to understand where user attention is focused. Displays can then present AR information and potential courses of action based on that attention data.

Another key benefit that eye tracking brings to AR is that many next generation image rendering techniques require information about where a user’s eyes are positioned, and where they are focusing their gaze, to convincingly align an augmented reality image on the display.

“At Lumus, our mission is to deliver the world’s best transparent displays for smart eye-wear and head-mounted displays that transform the way people interact with reality. Lumus is committed to finding and working with best-in-class technology partners to demonstrate the personalized responsiveness of AR content,” said Eli Glikman Chief Product Officer at Lumus. “In partnering with Tobii, we can offer device manufacturers an extremely compelling AR display combination.”

For more information, or to request a private demonstration of the new Lumus DK50 AR glasses development kit, contact Carl Korobkin at Tobii ([carl.korobkin@tobii.com](mailto:carl.korobkin@tobii.com)).

## 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

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)



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).

### **About Lumus**

Lumus ([www.lumusvision.com](http://www.lumusvision.com)) believes the future is looking up, and is working with today's leading augmented reality (AR) and smart eyewear manufacturers to free the world from the limitations of screen-based living. Lumus develops and produces exceptional transparent AR displays that fuse digital and physical worlds like never before. Lumus optics are the core foundational technology on which top global OEM brands are basing their products. Lumus' patented LOE transparent displays enable true see-through performance and a wide field of view in the most natural-looking, sleek and compact design possible today. The Lumus transparent displays are battle tested with military aviation, health care, and logistics among the industries utilizing the company's technology.

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)