

**Press release**

Stockholm, June 10, 2019

## Tobii Eye Tracking Integrated in Qualcomm's new Smart Viewer VR Reference Design

**Qualcomm Technologies has announced a new Qualcomm® Snapdragon™ Smart Viewer Reference Design built on the Qualcomm® Snapdragon™ XR1 Platform. The new reference design integrates Tobii eye tracking and is intended to help reduce product development time for both AR and VR smart Viewers.**

"Last year, Tobii announced its first collaboration with Qualcomm Technologies, a reference design HMD for the Snapdragon 845 Mobile VR Platform," said Henrik Eskilsson, CEO of Tobii AB. "We are proud to continue our joint efforts with the Smart Viewer reference design, based on the Snapdragon XR1 platform. The integration of Tobii eye tracking enhances the capabilities of VR viewers which can improve end user experiences for 5G smartphones and connected PCs."

One way that Tobii eye tracking enhances the device capabilities of the new reference design is by reducing power consumption using foveated rendering. Additionally, Tobii eye tracking enhances the user experience by making interfaces more intuitive and enabling users to use gaze to control natural and fast interactions within the virtual environment.

Additional information about the full list of features and capabilities of the new Qualcomm® Snapdragon™ Smart Viewer Reference Design built on the Qualcomm® Snapdragon™ XR1 Platform can be found in Qualcomm's press release, available [here](#). Also see [Tobii blog](#).

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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 3,500 companies and 2,500 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, augmented 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: [www.tobii.com](http://www.tobii.com).

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