



New eye-tracking device from Tobii Pro tracks more people than ever before

Stockholm, September 16, 2015 – [Tobii Pro](#), the global leader in eye-tracking research solutions, extends its line of offerings with a new eye tracker for screen-based studies. This new product makes it possible to track more people than ever before, enabling eye-tracking research to be more cost efficient while providing faster results.

Eye tracking is a powerful method for understanding human behavior. The use of this technology is rapidly growing across many fields in academic and commercial research. For example, a wide variety of psychology studies rely on eye tracking – researchers use this methodology to examine how infants develop language and social abilities and to discover consumer responses to different marketing messages. It is also an established tool in user experience research to better understand how people interact with websites, which can improve usability and conversion rates.

Tobii Pro is now introducing the [Tobii Pro X3-120](#), a new eye tracker for screen-based studies, powered by the latest advancements in eye-tracking technology. Unprecedented tracking robustness allows researchers to work efficiently with a wide cross-section of the population and in real-world environments outside of the lab.

“Eye tracking is invaluable in our research to gain deep insights into information acquisition and preference formation in marketing communication and consumer decision-making processes,” said Rik Pieters, Professor of Marketing, School of Economics and Management at Tilburg University, the Netherlands. “The new Tobii Pro X3-120 tracks more people than any other system we’ve seen to date. With this extremely robust and highly-mobile solution, we can study more consumers more efficiently and get more data of high quality. This is a major step forward.”

“A growing number of researchers need reliable data collected in the easiest possible way,” said Tom Englund, president of Tobii Pro. “We provide eye-tracking systems that beat the inherent challenges of tracking people of different ethnicities, ages, or with corrective lenses. Our new technology works in any location, such as peoples’ homes, clinics, schools, or malls, which helps researchers reduce the time and cost of studies, while gaining deeper insights. With the new Tobii Pro X3-120, we take a big step forward in enabling eye tracking as a standard method in a range of research fields.”

[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, we enable business and science professionals to drive change and further their research. Our solutions are used in a wide range of fields, from shopper research and usability testing to psychology and vision research. We are proud to have over 2,000 commercial enterprises and 1,500 academic institutions among our clients, including Microsoft, Procter & Gamble, Ipsos, and GfK, and 49 of the world's 50 top-rated universities.

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



More information

- Read more about [Tobii Pro X3-120](#).
- For sales in the U.S., contact +1-888-898-6244 or sales.us@tobii.com.
- For sales in Europe, contact +46 8 52 29 50 04 or sales.an@tobii.com

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Contact

Anna Bergvall, Marketing & PR Manager, Tobii Pro, phone: +46 70 788 01 77, email: anna.bergvall@tobii.com

Sara Hyléen, Corporate Communications & Investor Relations, Tobii AB, phone: +46 70 9161641, email: sara.hyleen@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 2,000 companies and 1,500 research institutions, including 49 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.

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Box 743
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Sweden

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fax: +46 8 30 14 00
www.tobii.com