



Tobii Pro expands research frontiers with 100 Hz eye-tracking glasses

Stockholm, November 24, 2015 – [Tobii Pro](#), the global leader in eye-tracking research solutions, extends its line of wearable technology with a new version of [Tobii Pro Glasses 2](#). With a frame rate of 100 Hz (images per second), this eye tracker will enable researchers to collect more detailed data for in-depth analysis and real-world insights.

Eye tracking is a powerful and rapidly-growing research method for understanding human behavior. Wearable solutions, where peoples' eye movements are registered by a pair of eye-tracking glasses, have revolutionized and helped broaden insights with this methodology into a wider range of research fields. Tobii Pro Glasses 2 is ideal for everything from in-store shopper and communication studies, to ethnographic and human performance research. Instead of observing people in artificial lab environments, researchers can study how participants perform tasks in public places, at work or in their homes. This research tool shows exactly what a person is looking at in real time, while they move around freely in any environment.

Tobii Pro now doubles the frame rate of Tobii Pro Glasses 2, the world's smallest, most natural and easy-to-use eye-tracking glasses, by introducing a new 100 Hz version.

This new product provides a premium solution for research with more intense requirements when it comes to data granularity and time-based measurements. It gives scientists the unique ability to analyze and accurately report how eye-movement profiles, such as fixations and saccades, vary across different tasks, while capturing the most natural viewing behavior, easily and efficiently. The higher frame rate will be beneficial for a wide range of applications, like measuring cognitive load in driving research, operator assessment, research into visual attention of athletes or reading in natural settings.

"I am happy to see sampling frequencies rise for eye-tracking glasses," said Kenneth Holmqvist, Professor of Psychology at Lund University. "Wearable eye tracking at 100 Hz will give researchers more flexibility for data filtering (noise reduction) or more reliable event detection using velocity-based algorithms. The accelerometer and gyroscope in Tobii Pro Glasses 2 promise to improve event detection during the rotation and translation of the head in real environments."

"More and more researchers want to observe people in their natural surroundings in order to gain deep and precise insights into how they perceive the world around them," said Tom Englund, president of Tobii Pro. "A prerequisite for capturing authentic behavior in such studies is having research tools that are completely unobtrusive, while at the same time providing the ability to do detailed analysis with high data quality. With the new 100 Hz version of Tobii Pro Glasses 2, we are able to combine all of this into one solution. It means that we take yet another step forward to open up the fields of use for eye tracking in order to benefit more researchers."

[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, business and science professionals are enabled to drive change and further their research. The solutions are used in a wide range of fields, from shopper research and usability testing, to psychology and vision research. Tobii Pro has over 2,000 commercial enterprises and 1,500

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academic institutions among our clients, including Microsoft, Procter & Gamble, Ipsos, GfK and all of the world's 50 top-rated universities.

More information

- Read more about [Tobii Pro Glasses 2](#)
- 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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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 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 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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