

A Unique Eye Tracking Solution for Mobile Device Testing



Tobii X2 Mobile Device Testing Solution



Tobii Mobile Device Testing solution lets you study how users experience mobile websites and apps or how they consume mobile ads on mobile devices and tablets.

Complete solution for mobile device testing

The ability to create cutting-edge content and designs for smaller screens is paramount to stay competitive in today's mobile landscape. **Tobii X2 Eye Trackers**, paired with the **Tobii Mobile Device Stand for X2**, provide a dedicated solution for efficient and high-quality testing of mobile devices and tablets. Eye track mobiles, navigation devices, e-readers, tablets or other similarly sized devices or objects. Understand what interface elements catch user attention and what goes unseen to gain insight into usability problems, or gauge the impact of mobile advertising.

Tobii Studio eye tracking software provides a comprehensive platform for test design, recording, observation, visualization and eye tracking data analysis. **Training and support** delivered through our global organization ensures that you can get started quickly and get the help you need to perform your studies – no matter where you are.

Accurate eye tracking of small screens

Tobii Mobile Device Testing solution delivers the highly accurate data you need to test small devices where logos, text and buttons require highly accurate eye tracking data and any compromise on accuracy can lead to the wrong conclusions.

Tobii X2 Eye Trackers offer accurate gaze-position data under varying light conditions and compensate for natural head movements.





Efficient research

Designed specifically for testing mobile devices and tablets using Tobii X2 Eye Trackers, the Tobii Mobile Device Stand for X2 provides easy and efficient setup. The eye tracker and mobile device snap quickly and securely into the device holder. Calibration of participants takes less than a minute with the supplied calibration board.

The high tracking robustness of Tobii X2 Eye Trackers allows you to track a wide cross section of your population.

The stand and the eye tracker fit neatly into the supplied wheeled travel case, providing a compact and portable solution. Run your tests in any location where it is convenient and easy to recruit participants.

Flexibility and natural interaction with the mobile device

Test participants can interact with the mobile device in a natural way, creating a distraction-free user experience. Users can take hold of the device, smoothly rotate it between landscape and portrait modes, and interact with it from a comfortable viewing angle.

The eye tracker can handle natural head movements and participants can be tested while sitting or standing. Easily adjust the setup during the study for participants of different heights. Quick release mechanisms and supplied universal mobile device attachments allow you to switch easily between different mobile devices.

High quality data

The solution is suitable for both quantitative and qualitative studies that require high-quality behavioral data. The fixed mounted high definition (HD) scene camera captures the details needed to analyze small screens. Two stereo microphones pick up verbal comments during a study.

Besides qualitative studies, the solution allows for data aggregation and quantitative research. Data aggregation is supported in both landscape and portrait modes.

Tobii Studio provides analysis and visualization tools – from basic live viewing tools to heat map illustrations and eye tracking metrics.

Tobii X2 Eye Trackers – test more than mobile devices

Tobii X2 Eye Trackers are a new line of revolutionarily small, versatile and more affordable research products powered by our latest generation eye tracking technology. The 30- and 60-Hz modular eye tracking systems expand your options to perform a wide selection of studies anywhere – in usability testing, market research and other fields. Visit tobii.com for more information about Tobii X2-30 and X2-60 Eye Trackers.



Shifts smoothly between landscape and portrait modes.



Tobii technical advantage

Tobii has developed a number of clearly distinguishable technological innovations that characterize the high performance of our eye trackers, including Tobii X2 Eye Trackers:

- Dual Sensor Technology that enable “3D vision” – truly accurate measurement of the distance from the sensor to the user’s eyes. Improves accuracy, precision and tracking robustness.
- Uniquely large head movement box allows the test participant to move his/her head freely and naturally during the test session.
- Tobii eye trackers use both dark and bright pupil technique, with automatic optimization. This means you can track a wide cross section of your population, and can keep costs for over-recruitment to a minimum.

Tobii X2 Compact Edition Technical Specification

| | Tobii X2-30 Eye Tracker | Tobii X2-60 Eye Tracker |
|---|--|--|
| Sampling rate | 30 Hz (stdev. approx 3 Hz) | 60 Hz (stdev. approx 0.1Hz) |
| System latency | 35-67 ms | 35-67 ms |
| Freedom of head movement | 50x36 cm (20 x 14") | 50x36 cm (20 x 14") |
| Operating distance (eye tracker to subject) | 40-90 cm | 45-90 cm |
| Accuracy | See test report* | See test report* |
| Precision | See test report* | See test report* |
| Data sample output (for each eye) | Timestamp Eye position Gaze point Pupil diameter Validity code | Timestamp Eye position Gaze point Pupil diameter Validity code |



*Tobii has developed a comprehensive test method for measuring eye tracking performance under several likely experimental conditions. Visit tobii.com for the Tobii X2 Eye Trackers Accuracy and Precision Test Report.

Tobii Mobile Device Stand for X2** Technical Specification

The stand is delivered with all necessary equipment for eight different configurations optimized for different devices and setups. All equipment fits into the supplied travel case.

| | |
|--------------------------------|--|
| Supported devices | Devices up to 31.9 cm (12.6") in diameter can be rotated 360°. In a fixed position, devices measuring up to 31.9 cm (12.6") in height can be used. No limitations in width. Includes two different holders for tablets and smart phones. |
| Scene camera (included) | Full HD camera, supports 1920 x 1080p and lower resolutions. |
| Stand dimensions | Footprint: 42 x 25 cm (16.5 x 9.8") Maximum height: 68 cm (26.8") |
| Weight (including travel case) | 13.8 kg (30.4 lbs.) |



** Visit tobii.com for the complete Tobii Mobile Device Stand for X2 Technical Specifications.

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