Fact sheet

Fast Facts

Founded: 2001

Name: Tobii Pro; one of three business units that operates under Tobii Group. The other two business units are Tobii Dynavox and Tobii Tech.

Global headquarters: Karlsrovägen 2D 7th floor | 182 53 Danderyd, Stockholm, Sweden, with offices in the US, China, Japan, South Korea, Germany and UK.

President Tobii Pro: Tom Englund

Employees: Tobii Pro 130+ worldwide (Tobii Group 700 worldwide)

Company type: Tobii Group is listed on Nasdaq Stockholm (April 2015)

CEO: Henrik Eskilsson

Group revenue 2015: SEK 967 million (USD 114 million)

Website: www.tobiipro.com

History and background

Eye tracking has been around for over a century and the first head mounted system was introduced more than 60 years ago. Early eye trackers were large and obtrusive and did not provide the ideal research scenario. In 2001, three Swedish entrepreneurs, John Elvesjö, Mårten Skogö and Henrik Eskilsson founded Tobii after recognizing the potential of eye tracking. John Elvesjö, then a student and lab engineer at the Royal Institute of Technology in Stockholm, had the idea that if you can track your eyes you should also with the right technology be able to create an interface and use your eyes for navigation and steering a device.

With a mission to fundamentally transform and improve both individual lives and entire industries, in 2002 the Tobii ET17 was launched as the world’s first plug-and-play eye tracker. A radical innovation in eye tracking, it rapidly became a reliable tool among researchers to gain human behavior insights. The first eye tracker was sold to an Austrian researcher who still remains a customer. This marks the birth of Tobii Pro.

Since then thousands of research papers have been published with eye tracking as a research methodology using Tobii Pro screen based and wearable eye trackers. Today, researchers all over the world use Tobii Pro eye trackers to enhance their research and gain transformative insights into human behavior within a wide range of fields including psychology, psycholinguistics, market research, user experience, neuroscience, sport science, clinical research and human performance.

Tobii has gone from a small Swedish ‘garage’ startup to the world leader in eye tracking. Tobii Group is divided into the three business units Tobii Pro, Tobii Dynavox and Tobii Tech that serve different markets and users with a breadth of products and services that extends beyond eye tracking. 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 Tech further develops Tobii’s technology for new volume markets, such as computer games, personal computers, virtual reality and vehicles. Today, the company is listed on Nasdaq Stockholm and employing some 700 great Tobiians with a vision of a world where all technology works in harmony with natural human behavior.
Tobii Pro - Eye Tracking for Research

We make sense of the world through our eyes. Our gaze is our most developed sense, revealing the things that catch our attention, drives our behavior and influence our decision making without bias. An eye tracker is a sophisticated device attached to a screen or integrated into a pair of glasses that tracks and records where people look and how they move their gaze. The data is then analyzed, visualized and interpreted using software. In the research field, eye tracking is the only methodology that can be used to record and analyze true visual attention and experience. With Tobii Pro's screen based and wearable eye trackers, attention data can be collected unobtrusively from anyone, anywhere, providing unbiased insights that are impossible to obtain in any other way.

Studying Natural Behavior Across the Globe

Anywhere in the world, regardless of situation - whether walking through a store, standing on a surf board, driving a car, reading a book, browsing the internet, directing air traffic or performing surgery - attention data can be collected through Tobii Pro eye trackers. From the market researcher seeking to see the world through the eyes of customers, to the psychologist trying to detect the likelihood of autism, to the sports trainer looking to improve athletic performance to the Ph.D. neuroscientist studying treatment effect on Parkinson's disease; eye tracking provides unparalleled insights.

Products

Tobii Pro offers both software and hardware solutions including screen based eye trackers between 100 and 600 hertz and the lightweight wearable eye tracker that is Tobii Pro Glasses 2. All eye trackers consist of near infra-red illuminators and up to four cameras tracking the exact point of where a person is focusing their attention, for how long they fixate on an object and their gaze pattern. Tobii Pro Glasses 2 are also equipped with a scene camera that takes images of where the head is pointing. Tobii Pro eye trackers are developed specifically for research studying natural human behavior in a wide range of industries.

Shaping the Future of Market Research

Tobii Pro’s team of eye tracking specialists conduct studies on behalf of companies that are looking to better understand the experience and behavior of their customers. Research has been conducted in 35 countries across all continents, with more than 5,000 participants tested annually. In 2015, the world’s first large-scale eye tracking survey panel was launched by Tobii Pro in Sweden. Screen-based eye trackers are set up in 1,000 households to continuously collect attention data as participants’ go about their everyday use of digital media. Commercial brands, advertisers and researchers can tap into this ready-made survey group and glean through eye tracking vital insight into how people are specifically engaging with their products. You can read more about this innovating work here. For examples of similar studies, visit www.tobiipro.com/services/.

Customers

Tobii Pro serve academic and business professionals at 2,000 academic institutions, including all of the world’s 50 top-rated universities, as well as 3,000 commercial companies, including 18 of the top 20 global advertisers, Microsoft, Google, Ipsos, Unilever and Procter & Gamble. For selected cases visit Fields of Use at www.tobiipro.com

Awards

Tobii has earned numerous awards and recognitions for its technology and innovations, business acumen and entrepreneurship. These include the Polhem Prize, Sweden's oldest award for technological innovations, The Red Herring Top 100 award, which highlights the most exciting
startups from Asia, Europe and the Americas, being named a World Economic Forum Technology Pioneer, the TechTour Entrepreneur of the Year Award for Innovation and the Digital Trends Top Tech of CES award for the Tobii Pro Glasses 2. For a full list please visit [www.tobii.com/group/about/awards-and-merits](http://www.tobii.com/group/about/awards-and-merits).

**Products and Capabilities**

Natural behavior, ease of use, accuracy, trackability and transparency is embedded in all products and services at Tobii Pro. We believe that participants should be unrestrained and studied unobtrusively; therefore Tobii Pro eye trackers are built to study real human behavior, real eyes and real people in real environments. As a participant in an eye tracking study, Tobii Pro eye trackers enable the subject to act naturally and the research can be accomplished autonomously; the observer can be taken out of the environment.

**The 3D Reconstruction of Eye Geometry**

Tobii Pro eye trackers use a patented 3D reconstruction algorithm that incorporates a mathematical model of the geometrical and optical properties of the human eye. This model allows the eye tracker to measure both position and orientation of the eye with high accuracy in a real world 3D coordinate system. It is possible to measure gaze directions with high accuracy even when head position or pupil size changes, providing reliable gaze data in real life scenarios without restrictions on movement or light conditions.

**Wearables for eye tracking in the field**

**Tobii Pro Glasses 2** is a lightweight wearable eye tracker with wireless live view function. It enables researchers to see the world from somebody else’s eyes whether they are walking through a store, standing on a surf board, driving a car, reading a book, browsing the internet, playing basketball, riding the bus, assembling Lego or performing surgery. The head unit weighs 45 grams and is equipped with a wide-angle HD scene camera, four eye cameras taking up to 100 pictures per second, microphone and a pocket size recording unit that saves gaze data on an SD card. The side pieces allow for unobstructed side view that can even capture the wearer’s peripheral view. The Tobii Pro Glasses controller software enables wireless live view and the ability to replay recorded video instantly.

**Screen based eye trackers**

Tobii Pro offers a range of screen based eye trackers to meet the different needs in amount of gaze data collected, data output and type of research conducted. The portable screen based *Tobii Pro X3–120*, *Tobii Pro X2–30* and *Tobii Pro X2–60* collect gaze data between 30 and 120 Hz and are all powerful research systems designed for studies within and outside of the lab and exhaustive, detailed fixation-based research.

**Tobii Pro Spectrum** is a high-performance screen-based eye tracker developed for extensive studies into human behavior and the mechanics of the fastest eye movements. It collects gaze data at up to 600 Hz through two eye tracking cameras, each capturing up to 600 images per second from both eyes. The platform combines high accuracy and peak performance while still allowing people to behave naturally while being eye tracked. A removable 24” screen allows for both real-world or on-screen stimuli.
Pro Spectrum is ideal for anyone conducting studies that either require freedom of large head movements or a higher sampling rate; e.g. detailed research into minute eye movements such as saccades, correction saccades, fixations and pupil size changes. However, the sampling rate is adjustable (from 60-600 Hz) depending on the research needs, which makes it applicable to several other research fields including commercial applications.

**Post analysis and visualizations**
The full value of eye tracking lies in the gaze analysis. Tobii Pro Lab is a software platform for behavioral research using eye tracking analysis with the possibility to combine with other biometric sensors. Stimuli can be shown on screen for as short as 50 milliseconds, making it suitable for research requiring very high precision in timing. It supports the entire workflow for researchers including study design, recording, analysis and visualizations of the results. Pro Lab is the analysis software for all eye tracking analysis, regardless of whether data has been collected through Tobii Pro screen-based or wearable eye trackers. Features include a range of visualizations, Real-World mapping and behavioral coding.

**Virtual Reality**
Eye tracking can be integrated into the commercially-available VR headsets Oculus DK2, Oculus Rift (CV1), HTC Vive and Samsung Gear VR opening up the development of virtualized environments for use in perception research.

**Biometrics**
Eye tracking is often used in conjunction with other physiological measurements and Tobii Pro enables other biometric data collections to be synchronized with gaze data. These include but are not limited to: electrical brain activity at the scalp (EEG), galvanic skin response (GSR) sweat production due to emotions or stress, electrical activity of the heart (ECG), body temperature and body movement.

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