

# TOBII TECHNOLOGY



“See your products with new eyes”

- **Products: Eye Trackers**

- **Tobii Eye Trackers:** Accurate and precise, unrestrained and unobtrusive, capable of robust tracking, easy to use and automatic

- **Benefits**

- **Usability & Market Research**

- Eye tracking provides unique tools to evaluate how users and consumers perceive different media (website, ads, software), environment (cockpit, shops, cars), brand messages in order to improve their efficiencies

- **OEM Eye Tracking Technology**

- Eye tracking offers a number of opportunities ranging from enhanced control interfaces to brand new ways of peering into the human mind
- It can be integrated in industrial products to increase efficiency and safety or in mass market products such as cars or video games to enhance user’s experience

[\[Click here for the Industry Legend\]](#)



*(Click on the image to launch the video)*

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