



PRESS RELEASE

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Tobii Unveils Eye Control Device for Personal Computers

The Ability to Control Any Computer Using Only Your Eyes is Now a Reality with Tobii PCEye

Stockholm, Sweden & Dedham MA, USA; April 5th, 2011: Today, Tobii announced the release of the Tobii PCEye, the most advanced stand-alone eye control device on the market, bringing eye control to the standard computer. It is easy to use, highly accurate and portable. It is compatible with a wide range of software for total access to any personal computer.

Tobii PCEye flawlessly translates eye movement to a mouse cursor on a screen. It is primarily designed for those needing an alternative method for controlling a mouse and a computer, such as individuals suffering from impaired motor skills. By simply attaching the device to a computer screen and connecting the USB cable, users can control their entire computer through gazing, blinking or dwelling on an item with their eyes.

"Ease of use, reliability and outstanding performance were our design goals for the PCEye," says Oscar Werner, Executive Vice President at Tobii Assistive Technology. "I believe that we have created a device that satisfies a very important need – those with high cognitive levels and motor skill impairments now have the computer access they need to lead a more independent life."

Computer Access for Everyone with Easy Eye Control

Representing a breakthrough for education leaders and Augmentative and Alternative Communication (AAC) users, Tobii PCEye now offers eye tracking to a wider range of users.

"The PCEye offers a solution for the most disabled children I work with," says Lee Blemings, founder of Sensory Guru. "For the first time ever, children who can only move their eyes will play physical computer games alongside their able-bodied peers. It is a truly groundbreaking product."

"With Tobii PCEye we can proudly reach out to new, not yet serviced user groups with our AAC products," says Tara Rudnicki, president of Tobii Assistive Technology. "We have already seen massive interest from the Stroke, MND and ALS communities, people in different rehab situations, military veterans, people suffering from progressive muscle weakness or neurodegenerative disorders and education institutions. We are also overwhelmed by the attention we have received from the development community to extend into AAC eye games."

"To have an eye gaze system in our school that will enable our young people to access all software independently will promote independence, learning and self esteem," says Simon Yeat, head teacher at Chailey Heritage School.

High Performance for All Eye Types

The PCEye utilizes Tobii's leading experience in eye tracking technology, as it can effectively track nearly every user regardless of eye color, lighting conditions, environments or head



movement. The “track box”, the box that defines the area/volume in which a person's eyes can be tracked, is also one of the largest on the market.

For more European information on the PCEye please visit: www.tobii.com/pceye

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Tobii is offering products and services globally. Feel free to contact any of the Tobii offices, sales representatives or one of our valued resellers directly if you would like more information, would like to place an order or subscribe to our newsletter. An overview of contact details is available on www.tobii.com/ATcontact or call us in Europe at +46 8 663 69 90.

About Tobii Technology

Tobii Technology is the global market leader in eye tracking and eye control. This technology makes it possible for computers to know exactly where users are looking. Our products are widely used within scientific research and in commercial market research and usability studies, as well as by people with disabilities as a means to communicate. Today Tobii contributes with a wide range of Augmentative and Alternative Communication (AAC) products.

Tobii's mission is to bring eye tracking into broader use and the company offers market leading eye tracking technology to industrial partners within areas such as gaming, diagnostics, car safety and computer control. Founded in 2001, Tobii has continuously shown very rapid year-to-year revenue growth, and have received numerous awards and recognitions for its accomplishments. The company is based in Stockholm, Sweden, with offices in the US, Germany, Norway, Japan and China. Our products are sold directly to customers and through resellers and partners worldwide. For more information please visit www.tobii.com