



Tobii Enhances Morae Usability Suite With Free Eye-Tracking Plug-In

STOCKHOLM & WASHINGTON, Nov. 10, 2011—[Tobii Technology](#) today announced the launch of a new free Tobii plug-in for TechSmith's [Morae](#), the most widely used and trusted usability software in the world. The new plug-in augments eye-gaze data with the extensive list of metrics measured by Morae, providing more advanced psychological analysis that reveals insight into innate, unspoken user behavior during usability testing.

“TechSmith is excited that there are eye-tracking experts out there who are creating plug-ins and integrations that work directly with Morae. We recognize how important eye tracking is and the role it plays in usability research. So teaming Morae with eye tracking capability makes sense, and we are lucky to be able to work with eye-tracking experts who can make that happen,” said Jeremy Vanisacker, Morae product manager.

The Tobii plug-in for Morae allows researchers to overlay eye-gaze data from the Tobii T/X series eye tracker into the Morae Recorder, which captures user behavior. Eye-tracking brings a new dimension to Morae usability studies by allowing researchers to combine the actions of users with their gaze trails, providing comprehensive insights into the behavior of the users — a measurement that has remained undefined until now.

“Through offering the Tobii plug-in for Morae for free, we hope to make it easier and more cost effective for more researchers within the usability community to have the opportunity to incorporate eye-tracking data into their studies,” said Tom Englund, president of analysis solutions at Tobii Technology. “With this plug-in, both TechSmith customers and Tobii customers are able to expand the frontiers of usability research and help more organizations benefit from the power of eye tracking.”

Eye tracking is often used in research studies to intuitively understand and explain user behavior. The technology adds value to usability testing by enabling stakeholders to better understand user processes and the details behind certain decisions and actions. With the addition of eye tracking, conclusions from a usability study can move beyond the physical actions made by the user, including how well the user performed a desired task, and can now explain what the user actually looked at prior to and during the moment of interaction with different elements on a website.

“Tobii has been working closely with the usability research community for many years, and we anticipate our plug-in for Morae will be extremely well-received and widely adopted,” said [Barbara Barclay](#), general manager of Tobii North America. “We look forward to seeing what incredible new innovations and insight will result from Morae customers including eye tracking in their work. Researchers that quickly integrate eye tracking into their studies will be able to gain competitive insights into the user experience, data that may ultimately contribute to product enhancements and a greater user experience.”



Click here to [download the free Tobii plug-in for Morae](#).

Click here to [try Morae for free for 30 days](#).

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About [Tobii Technology](#)

Tobii Technology is the global market leader in eye tracking and eye control. The company's products are widely used within the scientific community and in commercial market research and usability studies, as well as by people with disabilities as a means to communicate. Tobii also drives innovation of eye-tracking technology in many other areas, offering OEM components for integration into various industry applications, such as for use in hospitals, engineering, sports and entertainment. Founded in 2001, the company has received numerous awards for its technology innovations and its rapid financial growth. Tobii is based in Stockholm, Sweden, and has offices in the U.S., Germany, Norway, Japan and China. For more information, visit www.tobii.com and follow Tobii on Twitter @TobiiEyeTracker.

About [TechSmith Corporation](#)

Founded in 1987, TechSmith Corporation provides practical business and education software tools and services. TechSmith's solutions enable users to capture, record and enhance digital content from their computer screens so they can share information and knowledge in compelling multimedia formats, and allow others to observe, analyze and learn from their experiences. TechSmith products are used by 99 percent of the Fortune 500. Visit www.techsmith.com for more information.

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