



## Launch of Tobii X1 Light Eye Tracker Makes Cost-Effective Research in the Field ‘a Snap’

STOCKHOLM & WASHINGTON, Jan. 24, 2012 — [Tobii Technology](#), the global market leader in eye-tracking and interactive gaze technology, today introduced the [Tobii X1 Light Eye Tracker](#), a new compact and highly portable eye-tracking system designed for cost-efficient data collection in the field. The Tobii X1 Light Eye Tracker can snap onto many screens and devices to allow for portable or real-world eye-tracking studies. For example, the Tobii X1 Light Eye Tracker can easily support a portable lab for study of websites or ads directly on a laptop or to research the usability of ticket machines or any information kiosk in real environments.

“We recently had the opportunity to try the new Tobii X1 Light Eye Tracker while working with Tobii on a research study in a busy café. The Tobii X1 Light Eye Tracker mounted on laptops provides a very portable solution that doesn’t confine us to the usability lab and allows a new, more cost-effective way to evaluate digital products in the field,” said Danaus Chang, senior director at [AnswerLab](#), a user experience research firm that supports many of the world’s leading brands. “We look forward to more opportunities to partner with Tobii and use this new tool to support our clients’ needs to understand how users visually process an experience on screen.”

The Tobii X1 Light Eye Tracker is suitable for usability and market research studies analyzing visual attention and gaze patterns in such applications as:

- Website and software usability
- Field devices, including ATMs, cash machines, ticket machines and information kiosks
- Marketing copy, digital campaigns and TV commercials
- Package design

“Our goal in developing the Tobii X1 Light Eye Tracker was to meet the needs of researchers who required a smaller and more portable eye tracker to give them more options and flexibility in designing studies to capture feedback from subjects while in the field,” said Tom Englund, president of Tobii Analysis. “This new eye tracker combines the Tobii hallmarks of high quality, accuracy and precision with the versatility of being able to handle multiple test setups at a lower cost.”

The Tobii X1 Light Eye Tracker is offered as a comprehensive solution to make it easy for companies new to eye tracking to enhance their range of research tools. The solution consists of different mounting fixtures to facilitate a variety of test setups, software options and bundles, as well as access to training and support.

For more information, including video: [www.tobii.com/Tobii-X1-Light-Eye-Tracker](http://www.tobii.com/Tobii-X1-Light-Eye-Tracker)

Sign up for the free [webinar to learn more about Tobii X1 Light Eye Tracker](#).

### 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

#### Tobii Technology AB

Box 743  
S-182 17 Danderyd  
Sweden

phone: +46 8 663 69 90  
fax: +46 8 30 14 00

[www.tobii.com](http://www.tobii.com)



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. More information: [www.tobii.com](http://www.tobii.com)

**Media contacts:**

In Europe:

Eva Windisch, Head of Marketing, Tobii Technology: +46 70 771 67 68, [eva.windisch@tobii.com](mailto:eva.windisch@tobii.com)

In the U.S.:

Kristina Messner, Focused Image: +1-703-678-6023, [kmessner@focusedimage.com](mailto:kmessner@focusedimage.com)

**Tobii Technology AB**

Box 743  
S-182 17 Danderyd  
Sweden

phone: +46 8 663 69 90  
fax: +46 8 30 14 00

[www.tobii.com](http://www.tobii.com)