Tobii Eye Tracker 4C Used by Converus Provides the Detailed Eye Tracking Data Essential for Successful EyeDetect Tests

The Tobii Eye Tracker 4C is the latest development in the Tobii consumer eye tracker product line. As such, it's designed for the consumer market and optimized for robust human-computer interaction. It's been carefully designed to work with all ethnicities and the many variances in human eyes worldwide.

While developed as a consumer product, the Tobii Eye Tracker 4C has also proven to provide the necessary data quality for Tobii's high-tech customers with specialized needs and applications.

These high-tech customers have professional expertise in their specific domain. Through a license to the Tobii Pro SDK (Software Development Kit), customers like Converus are able to obtain the required eye movement and pupil data needed from the Tobii Eye Tracker 4C — above and beyond that of the average consumer. This license augments the Tobii Eye Tracker 4C's capabilities to include access to detailed eye tracking data, including accurate pupil data.

The Converus Science Team at the University of Utah has verified that with these additional capabilities, the Tobii EyeTracker 4C provides the eye behavior measurement data that meets and exceeds the needs for the Converus EyeDetect test.

For these reasons — and given Converus' use cases and technical requirements — we highly recommend the Tobii Eye Tracker 4C for the Converus EyeDetect application.

Sincerely,

Amanda Bentley
Director of Sales and Business Development for Specialty Markets

Read: Tobii Q&A Regarding its Eye Tracker 4C