



## Tobii Q&A Regarding its Eye Tracker 4C



### ***Why is Tobii considered a world leader in eye-tracking technology?***

With hundreds-of-thousands of Tobii eye tracking devices on the market, representing a wide range of audiences including sophisticated accessibility (AAC) solutions, universities requiring advanced research equipment, and cutting-edge PC-gaming integrations, Tobii is a leading eye tracking technology provider. Tobii also has about 1,000 employees worldwide — many are engineers.

### ***What makes Tobii's eye-tracking technology stand out from its competition?***

There are many advantages to Tobii eye tracking solutions, including the number and scope of Tobii's commercial and consumer design integrations — devices are used in consumer notebook PCs and monitors, in mobile devices, in AR and VR headsets, and in a variety of highly specialized applications such as EyeDetect by Converus). Additionally, Tobii has the largest portfolio of eye tracking related intellectual property of any company in this space. Finally, and perhaps most importantly, its current generation of eye-tracking devices are designed to work on the broadest range of users possible, in a variety of different conditions. This focus on reliable and accurate performance for the widest cross-section of users is one of the most important reasons that Tobii leads in this industry.

### ***How has eye-tracking technology evolved and what are some of the new and future uses for this technology?***

Over the last 17 years, the cost and size of eye tracking hardware have been dramatically reduced, while at the same time, the technology has evolved and improved over multiple iterative generations. Today's eye tracking technology is smaller, more affordable, more reliable and accurate, and nearly universally inclusive in terms of providing solutions for just about every possible user. Looking ahead, as more consumer and commercial devices increasingly integrate eye tracking capabilities, an increasingly broad range of consumer and enterprise devices and applications will likely incorporate the benefits of eye tracking as a means of improving the capabilities of devices and making an array of new experiences possible for end users.

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## Tobii Q&A Regarding its Eye Tracker 4C (continued)

***When other credibility assessment experts or prospective Converus customers learn the EyeDetect station is equipped with the Tobii Eye Tracker 4C, they sometimes assume it's the same one sold online for \$150. What's different about the version Tobii provides to Converus for the EyeDetect station?***

The Tobii 4C eye tracker used with EyeDetect by Converus has software that is highly sophisticated. The integration of Tobii hardware and the special analytical use license purchased by Converus — along with EyeDetect's specialized expertise and software — enables Converus to harness the eye tracker's extraordinary capabilities to detect deception.



***It appears that Tobii eye trackers and Converus lie detection technology combine for a great solution. What do you think the future holds for Tobii and Converus? How will this partnership make a difference?***

Converus is a pioneer in using eye tracking technology to detect deception. Tobii is excited to be a key component in the EyeDetect system and to be part of the first viable, scientifically validated solution to detect deception on the market since the polygraph was invented nearly 100 years ago. Detecting deception with great accuracy via eye behavior requires detailed data, including accurate pupil data and other behaviors. Converus is able harness the technical sophistication, precision and reliability of Tobii eye tracking in its innovative application.

**Read:** [Tobii Pro Statement for Eye Tracker 4C](#)



### About Tobii

Tobii is the global leader in eye tracking. Our vision is a world where all technology works in harmony with natural human behavior. Tobii operates through three business units: Tobii Dynavox makes specially designed computers that are controlled by eye movement or touch screens for use by people with special needs due to spinal cord injuries, CP, ALS or other medical conditions. Tobii Pro develops and sells eye-tracking equipment and services used today by more than 3,000 companies and 2,000 research institutions, including all of the world's 50 highest ranked universities. Tobii Tech further develops Tobii's technology for new volume markets, such as computer games, personal computers, virtual reality and smartphones. Tobii is headquartered in Sweden and is listed on Nasdaq Stockholm (TOBII). The group has about 1,000 employees. For more information, visit [www.tobii.com](http://www.tobii.com).

