

TOBII EYE TRACKING:
**See it from
her point of
view.**



Add eye tracking to visualize your research.

Vision is driven by direct emotive impulses. It's our primary way of observing the world around us and of evaluating things. It's how we filter information inflow and our reactions to it.

The average time spent looking at a print ad is less than two seconds. The decision to engage or turn the page is made within this short time. The reasons for this become clear when you see what respondents see.



Heat map based on data from multiple test participants looking at a print ad.

Eye tracking can't measure creative brilliance or excellent brand strategy, but it can visualize the engagement and clearly indicate what makes someone register the message in the first place. It can show why the perfect image might just be too perfect.

Don't ask

Ask anyone to describe a celebrity's face and you will have a hard time guessing who it is. But if you see the face you will recognize it instantly, within milliseconds, even if you have only seen it once. Your eye movements reveal this, just as they often reveal your opinion of a person. More than 80% of all communication is non-verbal. Instead of asking people to recall their reactions or describe their cognitive engagement, Tobii eye tracking lets you see it, in real time.

Visualize the subconscious

Tobii eye tracking accurately measures both conscious and subconscious reactions to stimuli and choices presented to the respondent. Instead of relying solely on verbal and conscious responses, eye tracking offers the ability to measure and visualize spontaneous and emotional responses to your communication.

Get objective results

Eye movements accurately reflect visual attention and cognitive thought processes. You can measure spontaneous reactions and responses without having to filter respondents' logical thinking or the influence and interpretation of a test leader. Tobii eye tracking gives you clearer results and reveals information that is normally missed with other testing methods.

Don't wait

Our eye muscles are the fastest muscles in our body. They react to things in only a fraction of a second. In fact, our reactions are so fast we often are not aware they occurred. Most reactions and filtering of visual input occur within the first seconds of being confronted. Tobii eye tracking catches eye movements in real time, as they occur.



Test almost anything

Tobii solutions allow effective eye tracking testing on a wide range of different media such as print ads, TV commercials, product packaging, shopping shelves, as well as websites, software, computer games, newsletters, e-mail campaigns, interactive TV and mobile devices.

Plug-and-Play

Of all sensory emotive measurement methods, eye tracking is the least obtrusive and the easiest to use, and with our new plug and play solutions we have made it even easier. Perform quick or in-depth studies in the most time and cost-efficient way. Intuitive analysis tools allow you to perform eye tracking studies of any visual content with proven ROI.

Offer more

Differentiate your services and extend your research portfolio. Backup your recommendations with evidence from the real world and use striking reports, visualizations and video clips.



Gaze plots based on data from three test participants looking at product packaging.

See through the eyes of the consumer

With eye tracking, you can measure what elements engage and hold people's attention, which visual cues drive users effectively, how decisions are made and much more. The Tobii Studio™ software provides powerful tools to enable you to quantify, analyze and visualize eye gaze data.

Advertising

Pre-test and analyze print advertising, OOH, DM and other visual advertising. Test the communication concept and visualize awareness and attention. Tobii Studio allows you to do quantitative studies of how communication is perceived and in which order consumers view the information.



A print ad divided into Areas of Interest, for which the gaze time is calculated. Guesswork is replaced by fact.

TV and movie advertising

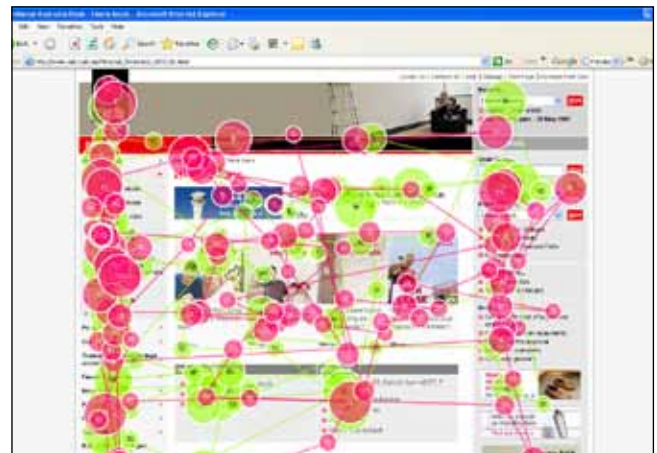
You know when people channel surf and you know what program or commercial they were watching. But did you know exactly what they were looking at directly prior to changing the channel? Did they pay attention? Was your message communicated?



Bee swarm based on data from multiple test participants viewing a TV commercial.

Online

Experiencing a website or online channel through the eyes of the users helps you to understand their motives and behavior in a revolutionary new way. Convert webpage visitors into sign-ups and buying customers. Measure the true effects of online marketing investments. Reduce costs and increase customer satisfaction.



Users that searched for mortgages on this website needed 90 fixations to find it.



Retail and packaging

Depending on the product category and brand, the purchase decision is largely made at the shelf. Whether it is an impulse purchase or a last minute brand choice, it all comes down to salience, attention and impulse. Test new packaging and product design in early or advanced stages of development to ensure maximum attention value. Use eye tracking in simulations or choice model research methods to shorten development cycles and to optimize the design.

Media

Eye tracking can deliver real value in media research by offering a new level of accuracy to what people actually observe and how they observe it. In other words, eye tracking offers CTS (Certainty to See) rather than OTS (Opportunity to See). Tobii eye tracking solutions allow you to measure TV, online media, games, print, POP and many other visual media.

” *The Packaging Media Lab offers a unique testing environment in the development of new packages with a consumer focus. Tobii eye tracking is used to register eye movements and actions of test consumers in front of a shopping shelf. Eye movements give unique information about the features of a package that catch attention and provide answers to questions such as: What was the first product looked at? In what order did the different products catch attention? How long was the eye gaze on the different products?*

The Packaging Media Lab combines eye tracking with traditional survey methods like questionnaires, in-depth interviews, and focus groups. Eye tracking contributes to a deeper understanding and broader decision basis, when proceeding with package development.

Katarina Gustafsson,
CEO at The Packaging Arena Ltd.



Not for sale: Tobii ForSight™

No upfront investment required, just pay as you go. Full flexibility, our world leading technology, intuitive software, and online training will make you an eye tracking professional in no time.

Add eye tracking to your services today with Tobii ForSight — our complete, comprehensive on-demand, eye tracking research package, offered on a pay-per-use basis.

Pay-per-use

Tobii ForSight is a pay-per-use solution that allows you to pay only when actual eye tracking tests are performed. Recordings for each participant are logged and listed when you conduct the tests. You pay a minimum monthly fee for the package, which includes a fixed number of recordings per month. Additional recordings are then paid for until you reach a maximum cap. This model allows you to budget for a customer project, which you will not be charged for unless you execute it.

Once you sign up, you will receive a complete package containing eye tracking hardware, software, manuals, instructions, and online start-up training. You are free to change the hardware model and can easily add more eye trackers for temporary workload peaks. The contract can be cancelled at any time. Within just a few weeks you can be producing compelling eye tracking studies for your clients and adding a new dimension to your research and your business.

Research package

You need to be “up and running” quickly and cost-efficiently. Tobii ForSight is a comprehensive, on-demand package complete with everything you need:

- **Tobii Eye Tracker:** Free rental of the latest Tobii Eye Tracker of your choice. Change models whenever you want at no charge (excluding shipping and handling costs). Free upgrades and support. Please refer to the T60 & T120, X60 & X120 and T60 XL Eye Tracker leaflets for details.
- **Tobii Studio™ Analysis Software:** Access to our Tobii Studio Enterprise edition, complete with intuitive test design, analysis and reporting features, free upgrades and support. Please refer to the Tobii Studio leaflet for details.
- **Training and support:** Two hours of online start-up training is automatically included with every Tobii ForSight order. Not only do you qualify for the highest level of support as a Tobii ForSight client, you also have a dedicated contact person at Tobii and can count on fast problem solving and service when needed.

Contact sales@tobii.com or one of our sales offices for a proposal or more information.



” *MarketWatch is a research company. Eye tracking testing provides unique methods to measure how consumers actually see brands, designs and products. For example, we use it to test TV commercials, print advertising and direct marketing campaigns. The Tobii ForSight concept allows us to add eye tracking to our methodologies and services in a time and cost-efficient way.*

In addition to more in-depth understanding and knowledge about consumer reactions, eye tracking testing provides us with tools to visualize and communicate design implications in a powerful way. For example, a customer can follow in real time how different elements in a TV commercial draw or drop visual attention of multiple test participants.

Anna Carin Pålsson,
CEO at MarketWatch.



MarketWatch

” *Black Box Global is a usability research and consultant company. We have used traditional methods like think-aloud-tests for almost a decade. Since we started using Tobii eye tracking we have been able to develop our methodologies to make the test situation reflect real life use, and to analyze and understand customer behavior much better.*

Tobii's strong visualizations open our client's eyes to the importance of simplicity and much tougher prioritization of communication elements. The results speak for themselves. Increased conversion rates of 15 - 30%. Decreased drop-out from 60 to 9 %. Decreased home page bounce rates from 18 to 15 %. The eye tracking technology has become the most important item in our toolbox of technologies and methods.

Jacob Hancke,
Co-Founder & Director at Black Box.



Your complete eye tracking lab.

Tobii Eye Trackers and Tobii Studio™ make up a complete portable or stationary lab solution, with capture and analysis of a PC screen, user video, eye movements and much more.

Tobii Eye Trackers

Tobii eye trackers are easy to use, fully automatic, and can track basically everyone, without any restrictions on the test participant or the slightest compromise in tracking quality.



Tobii T60 & T120 Eye Tracker

The Tobii T60 and T120 Eye Trackers are integrated into a 17" TFT monitor. They are ideal for all forms of eye tracking studies with stimuli that can be presented on a screen. Other screen sizes are also available. The eye trackers come with an integrated web camera to unobtrusively record user behavior.

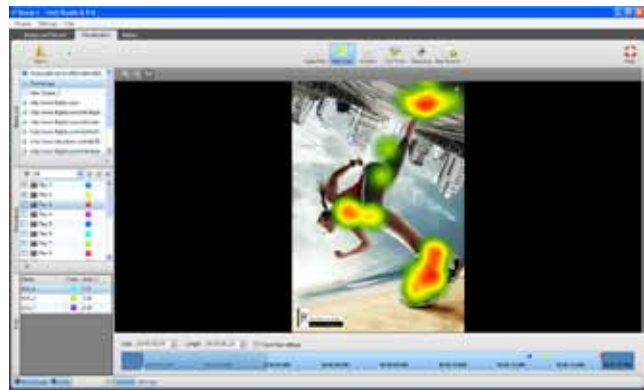


Tobii X120 Eye Tracker

The Tobii X120 Eye Tracker is a stand-alone, eye tracking unit designed for eye tracking studies of real world objects and scenes. It is our most flexible system, recommended for studies that require particular stimuli set-ups, such as a TV or other displays, a projection screen, or a physical product.

Tobii Studio™ Analysis Software

Tobii Studio gathers eye gaze and other data in real time and provides analysis tools. By integrating eye tracking data with user videos, key strokes, mouse clicks and other data streams in a single solution, the software allows you to understand user behavior. Create striking reports; carry out remote viewing over IP, observational and advanced webpage logging, demographics filtering and much, much more.



Tobii Studio Heat map visualization, showing several peoples' views of a print ad.

Please request our separate product brochures and descriptions to get more information about Tobii Studio and Tobii T60, T120 and X120 Eye Trackers.

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