

Fast Facts Tobii Pro

Tobii Pro

Tobii Pro is a division of Tobii Group, a leading provider of eye tracking technology. Based out of Stockholm we have spent the last 17 years developing eye tracking solutions that are being used to study and learn about human behavior.

Global headquarter: Stockholm, Sweden, with offices in the US, China, Japan, South Korea, Germany, UK and France and a global network of resellers.

Employees: 200+ worldwide (Tobii Group: 1000 worldwide)

Company type: Tobii Group is listed on Nasdaq Stockholm (since April 2015)

Website: www.tobii.com

Video: [Tobii Pro in 2 minutes](#)

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Customers:

The technology has long served academic research institutions and is now making breakthrough in the commercial world. 3,000 commercial companies, including 18 of the top 20 global advertisers, Microsoft, Google, Ipsos, Unilever and Procter & Gamble use Tobii Pro wearable and screen based eye trackers. In addition, 2,000 academic institutions and the world's 50 top-rated universities use eye tracking in their research making scientific breakthroughs in a wide range of fields such as infant and child research, psychology and neuroscience. [Fields of use](#)

Eye tracking for research and actionable insights

Vision is our most developed sense and we make sense of the world through our eyes. Through eye tracking technology it is possible to very accurately track where, when and what a person is looking at making it a very powerful research tool. The data captured through eye tracking is unbiased, objective and unparalleled. You get a detailed, unfiltered vantagepoint into what catches somebody's attention, but also what they ignore and what they miss. From knowing somebody's visual attention pattern, you can draw conclusions as to what drives behaviors and decision making as well as understanding a person's situational awareness or cognitive load while performing tasks in a work environment. With the right study design, eye tracking tools and post analysis of the data, you can get an understanding of human behavior not possible to obtain in any other way.

Tobii Pro Insight – global team of eye tracking research consultants

Tobii Pro Insight is the company's consultancy built on a two-part foundation: application of Tobii Pro's proprietary eye tracking technology and studies combined with a global team of expert analysts helping companies make better business-critical decisions by seeing through the eyes of their consumers, audience and employees. Tobii Pro Insight help clients interpret and apply the findings in order to create business value. Customers include Toyota, Microsoft, Google, Ipsos, Unilever, Procter & Gamble and 18 of the top 20 global advertisers. Visit www.tobii.com/insight

Products

All Tobii Pro eye trackers consist of near infra-red illuminators, advanced algorithms and up to four cameras tracking the exact point of where a person is focusing their attention. The eye tracking technology can be integrated into a pair of glasses, a VR headset or attached to a screen. The data can be viewed live, replayed instantly or exported for further analysis, visualization and interpretation using software. Tobii Pro offers a range of eye tracking solutions and services to answer different research questions and their performance, accuracy, data quality and flexibility is unmatched. The insights obtained through Tobii Pro's eye tracking solutions contribute to scientific breakthroughs and the growth of businesses across the world. [Learn more about Tobii Pro's eye tracking solutions.](#)

Tobii Pro Glasses 2 is a wearable eye tracker featuring wireless live view function, a head unit that only weighs 45 grams and is equipped with a wide-angle HD scene camera, four eye cameras taking up to 100 pictures per second, microphone and a pocket size recording unit that saves gaze data on an SD card. [Watch video about Tobii Pro Glasses 2.](#)

Tobii Pro Lab is a versatile analysis software platform for behavioral research. It supports the entire workflow for researchers including study design, recording, analysis and visualizations of the results. Pro Lab is the analysis software for all eye tracking analysis, regardless of whether data has been collected through Tobii Pro screen-based or wearable eye trackers. Features include a range of visualizations, Real-World mapping and behavioral coding. [Watch video on combining data streams in Tobii Pro Lab.](#)

Tobii Pro offers a range of **screen-based eye trackers** to meet the different needs in amount of gaze data collected, data output and type of research conducted. They are all powerful research systems designed for studies within and outside of the lab and exhaustive, detailed fixation-based research.

Tobii Pro Nano is the world's smallest research-grade eye tracker with a proven capability of tracking virtually anyone. It collects gaze data at 60 hertz and is designed to use with portable screens, Tobii Pro Nano is ideal for researchers wanting to take their attention-based studies outside the lab environment, or for universities wanting to provide students with a portable research lab as part of their curriculum. [Watch video about Tobii Pro Nano.](#)

Tobii Pro X3-120 is a screen-based eye tracker capturing gaze data at 120 Hz. It's an unobtrusive, robust research system designed for exhaustive, detailed fixation-based research.

Tobii Pro Spectrum is a high-performance screen-based eye tracker developed for extensive studies into human behavior and the mechanics of the fastest eye movements. It collects gaze data at up to 1200 Hz through two eye tracking cameras, each capturing up to 1200 images per second from both eyes. The platform combines high accuracy and peak performance while still allowing people to behave naturally while being eye tracked. A removable 24" screen allows for both real-world or on-screen stimuli. [Watch video about Tobii Pro Spectrum and Tobii Pro Lab.](#)

Tobii Pro VR Analytics

For businesses to fully benefit from VR, placing people in the virtual world is only half of the equation. Based on the retrofitted HTC Vive headset featuring Tobii eye tracking; Tobii Pro VR Analytics makes it possible to analyze and understand the key influencers of behavior and cognitive processes behind decision making of somebody while they are fully immersed in VR.

The applications in which analytics obtained from eye tracking in VR can be applied are limitless, but it all comes down to optimizing for a user or a consumer. For example; it helps you better engage with your customers, create a better customer experience, optimize the design of your next project or better train your staff. [Watch video about Tobii Pro VR Analytics.](#)

Tobii Pro Sprint is a web-based tool with eye tracking which facilitates quick and easy user testing of digital products and services. It gives UX designers and developers working in agile, fast-paced environments immediate and unparalleled insights on user behavior. It allows users to view and/or record test participants' eye movements while using their service or product on a computer equipped with a Tobii eye tracker. The recording can be shared with other stakeholders live or replayed later. [Watch video about Tobii Pro Sprint.](#)

History and background

Eye tracking has been around for over a century and the first head mounted system was introduced more than 60 years ago. Early eye trackers were large and obtrusive and did not provide the ideal research scenario. In 2001, three Swedish entrepreneurs, John Elvesjö, Mårten Skogö and Henrik Eskilsson founded Tobii after recognizing the potential of eye tracking. John Elvesjö, then a student and lab engineer at the Royal Institute of Technology in Stockholm, had the idea that if you can track your eyes you should also with the right technology be able to create an interface and use your eyes for navigation and steering a device.

With a mission to fundamentally transform and improve both individual lives and entire industries, in 2002 the Tobii ET17 was launched as the world's first plug-and-play eye tracker. A radical innovation in eye tracking, it rapidly became a reliable tool among researchers to gain human behavior insights. The first eye tracker was sold to an Austrian researcher who still remains a customer. This marks the birth of Tobii Pro.

Since then thousands of [research papers](#) have been published with eye tracking as a research methodology using Tobii Pro screen based and wearable eye trackers. Today, researchers all over the world use Tobii Pro eye trackers to enhance their research and gain transformative insights into human behavior within a wide range of fields including psychology, psycholinguistics, market research, user experience, neuroscience, sport science, clinical research and human performance.