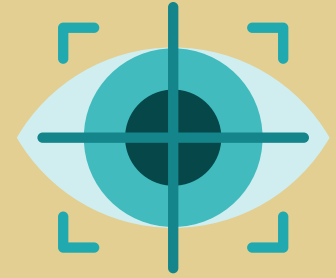# Eye Tracking

What is it?

Eye tracking technology, like gaze selection, uses infrared light and camera sensors to detect the location of a user's eyes and track their movements. This allows the user to navigate a computer system by controlling the mouse and other parts of the user interface using their eyes.

Benefits

This allows people with rehabilitative and motor disabilities that prevent proper motor function to use computers for communication, web surfing, controlling 3rd party software, and other computer-based functions.

Who it's for

People with rehabilitative and motor disabilities like paralysis, repetitive strain injury, severe carpal tunnel, Lou Gehrig's, autism, and many more

Unexpected Benefits

- Allows more in-depth studies of consumer behavior
- Allows for better studies to be performed in combination with VR to create extremely immersive lab environments that were previously not possible
- Allows for a more immersive experience when doing things in a VR environment