



Tobii for CDNLive China

Aug 2017



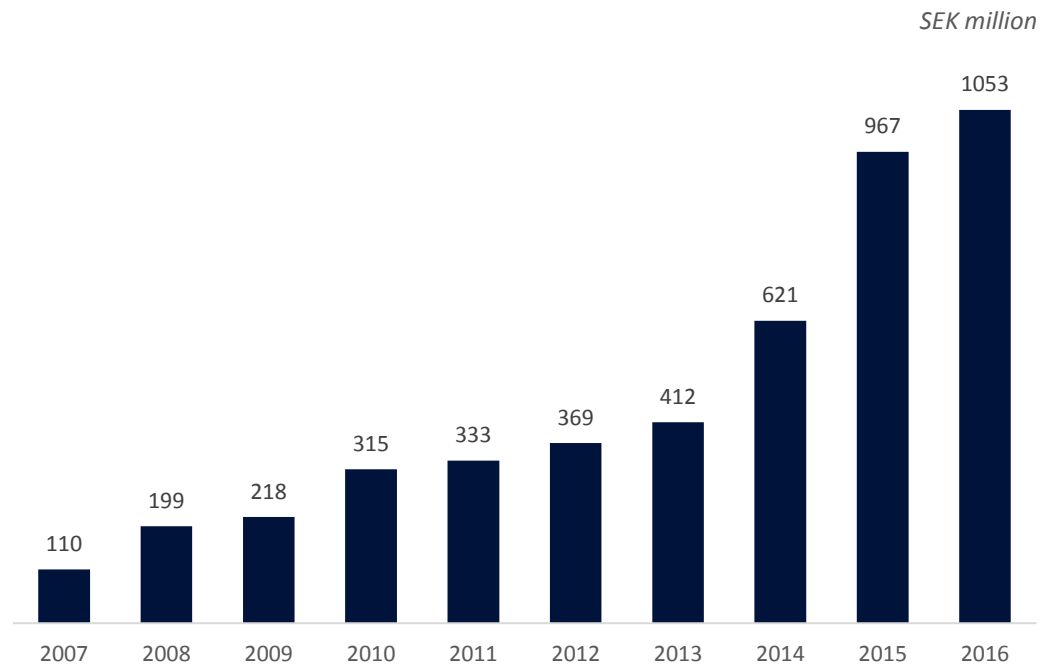
## The Tobii Group in brief

- World leader in eye tracking
- Founded 2001
- Headquartered in Sweden, with offices in the US, China, Japan, South Korea, Taiwan, Germany, Norway and UK
- +800 employees worldwide (of which 250 in R&D)
- Listed on Nasdaq Stockholm since April 2015

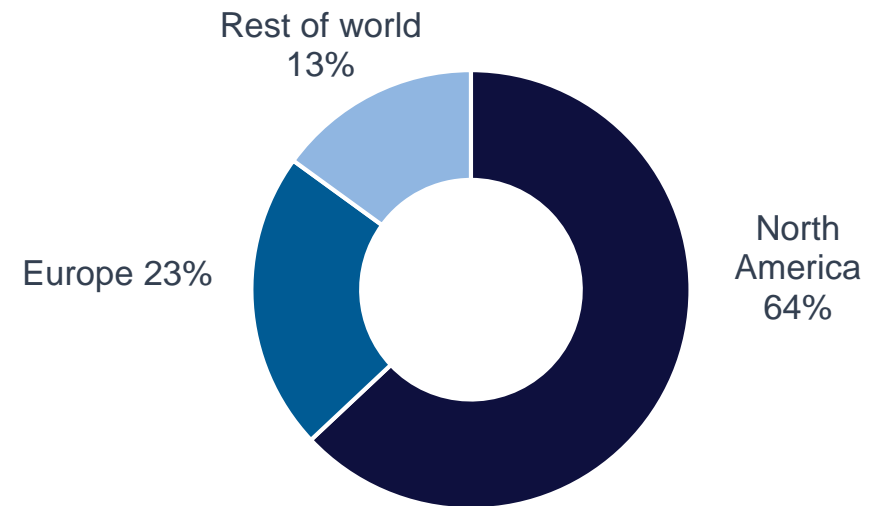


# The Tobii Group in brief

## Net sales 2007-2016



## Sales per region



# Three strong, independent business units



Global leader in  
assistive technology  
for communication

**tobii**dynavox



Global leader in  
eye-tracking solutions  
for research


**tobii**pro



Leading eye-tracking  
technology for integration  
into consumer devices and  
other volume products


**tobii**tech





Our vision is a world  
where all technology  
works in complete  
harmony with natural  
human behavior

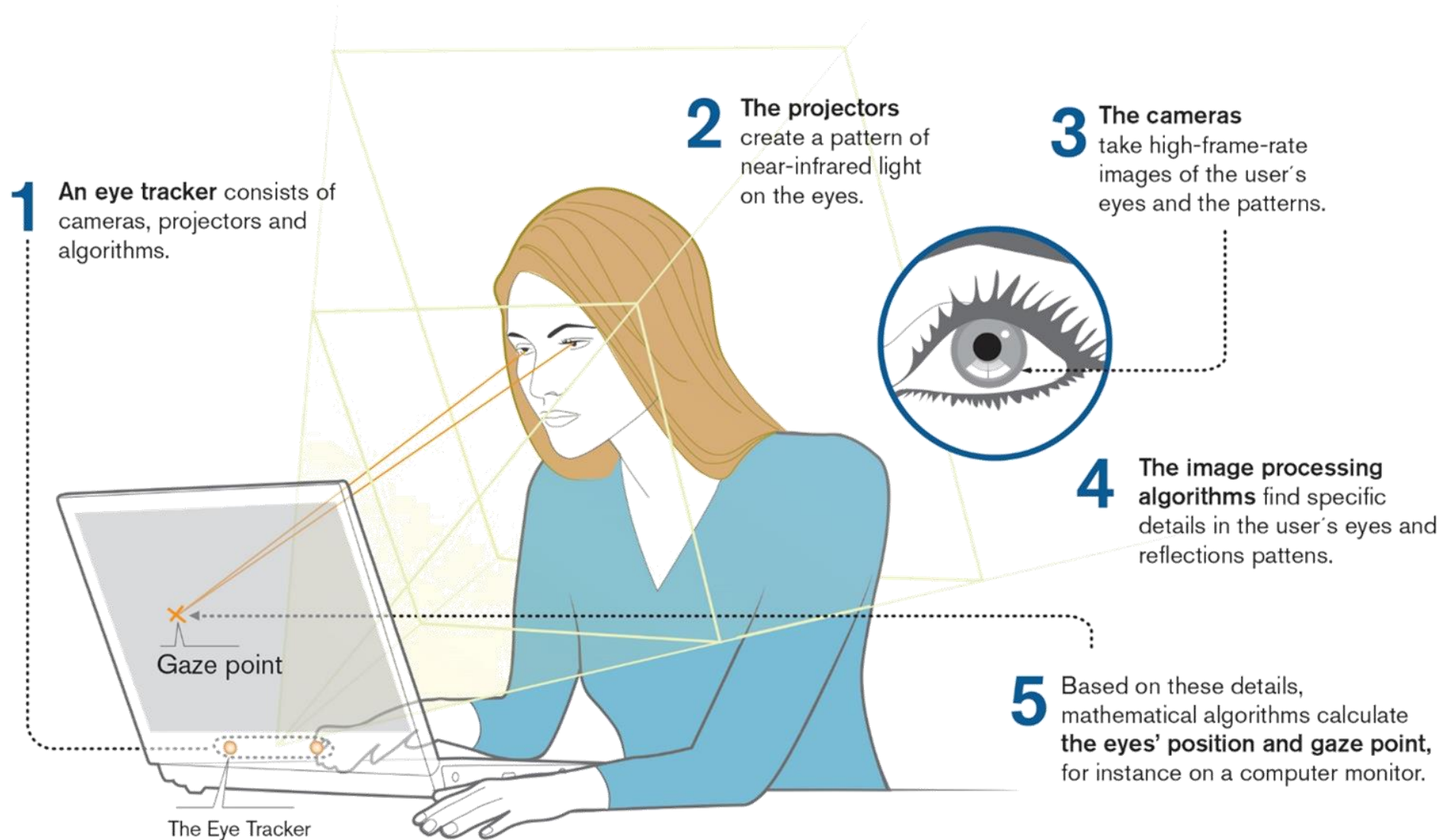




# Eye tracking – a technology that understands you

- What you are paying attention to
- What information you are processing
- Presence, identity, focus, drowsiness...

# How eye tracking works





# Eye tracking provides benefits in many fields

## Assistive technology



Provides the ability to communicate to people with special needs

## Research



Unique insights into human behavior and consumer responses

## Gaming



Raise game immersion and intensity to new levels for a large set of enthusiast gamers

## VR & AR



Optimize VR graphics, and enable new interactive experiences

## Smartphones



Create smart interfaces that adapt to the attention of the user

## Mainstream computers



New user interfaces for computers and tablets with built-in eye tracking

## Automotive



Monitor and warn drivers for drowsiness and inattention

## Specialty applications



Numerous new areas such as diagnostics, process industry and security

products & technologies

# tobii eyeCore®

the gold standard



world's most advanced and most deployed eye tracking algorithm core

developed over 16 years and 6 generations | trained on millions of eyes | in millions of consumer devices (2017)

the only eye-tracking core available across all device types ... AR, VR, desktop, laptop, smartphone, specialty

available in tobii eyeChip® or ported under license to industry leading platforms

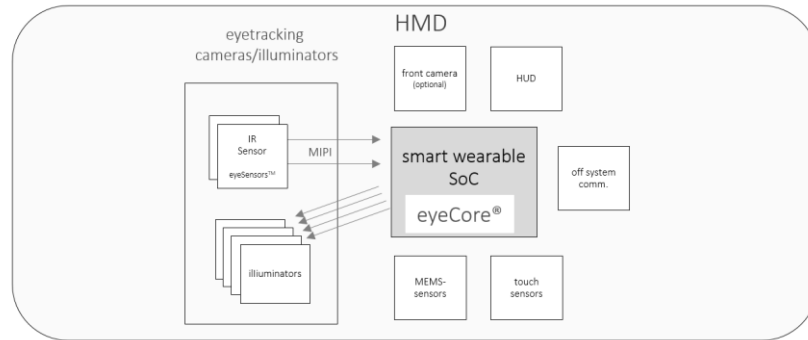




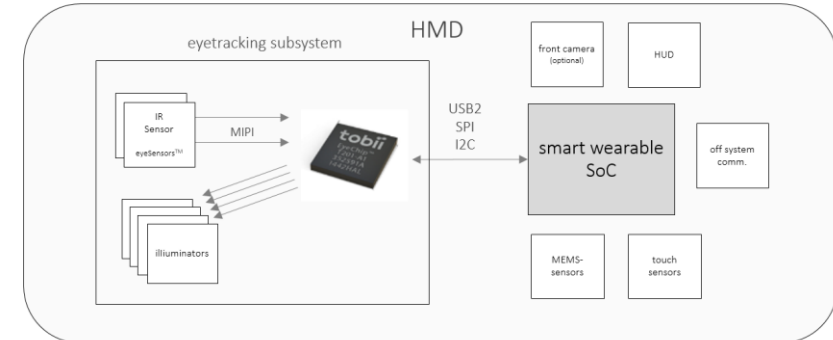
# tobii eyeCore® in VR/AR



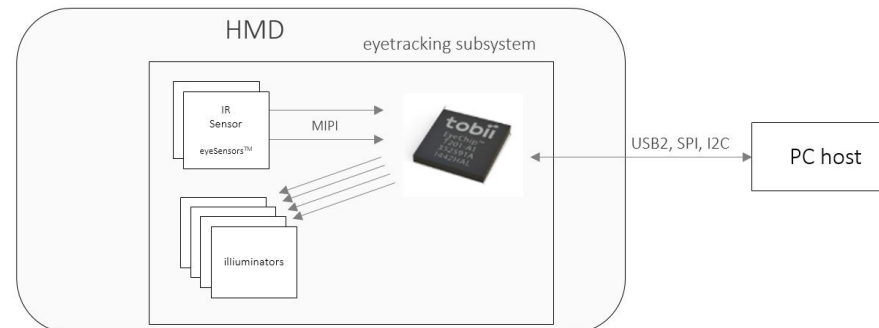
VR and AR standalone/mobile architecture with eyeCore® ported to SoC



VR and AR standalone/mobile architecture with eyeChip®



VR host tethered architecture with eyeChip®



# tobii eyeChip®



worlds first and only dedicted eye-tracking ASIC

implements tobii eyeCore®

absolute state-of-the-art eye-tracking in single chip

low power design with low power DDR memory in package for minimal impact on host

no host processing | 15x less power consumption

1000x less bandwidth to host

USB2, I2C or SPI data



real-time ROI processing	✓
adaptive illuminator control	✓
real-time dual BP and DP support	✓
customized ambient light suppression	✓
low power wake-on-gaze for presence control	✓

# tobii Engine™



OS extension level middleware | full dev SDK  
stream engine | interaction engine | UX toolkit | interaction plug-ins

80% of all impressions received by the human brain are through the eyes

patented tobii Engine™

transforms intent into performance and interaction magic



# tobii Engine™ SDK



**world's most advanced and most deployed eye tracking SDK**

millions of devices (2017) | hundreds of games and applications | complete ecosystem

developed over 16 years and 6 generations

Windows | Android | OSX (2017)

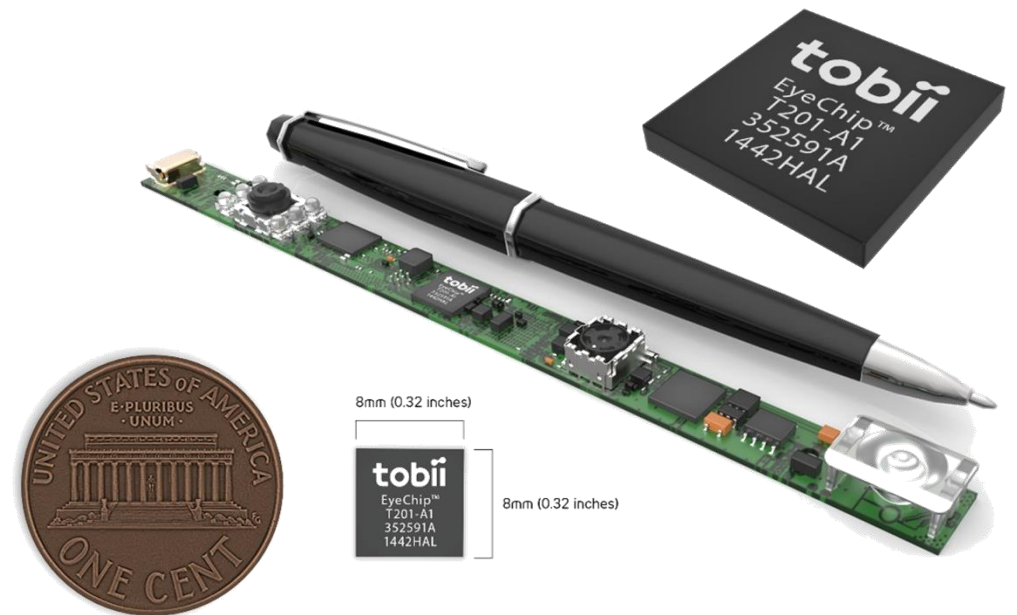
supports industry standards



# tobii eyeCore®

## Why we chose Cadence Tensilica

- World's most advanced eye tracking platform uses Tensilica
- Tobii can license tailored TIE instructions into your chip design for optimized Tobii eye tracking performance.
  - EyeChip ASIC incl. EyeCore eye tracking algorithm
  - Used in VR headsets, Mobile Phones, Monitors and Laptops by Dell, Alienware, Acer, MSI, Huawei...
  - Tobii added tailored instructions to make their Eye-tracking Software 100% more efficient
  - EyeChip achieves 30% lower power using Tensilica compared to a standard processor



# we power PCs

**tobii**  
EYETRACKING



**msi**



**DELL** ALIENWARE



**acer** PREDATOR





# we power monitors

**tobii**  
EYETRACKING



# we power peripherals

**tobii**  
EYETRACKING

**steelseries**

PRODUCTS

ESPORTS

SUPPORT

COMMUNITY



## Tobii Eye Tracker 4C

The next generation PC Gaming Eye Tracker – with headtracking support.

The Sentry Eye Tracker offers cutting-edge hardware and an immersive interface that enhances the publisher streaming experience and helps to improve your gameplay.

**tobii**  
EYETRACKING



# we power wearables

**tobii**  
EYETRACKING



VIVE



STEAM® VR

IMAX®

LIONSGATE®

acer

505  
GAMES



# we power smartphones

**tobii**  
EYETRACKING



# we power game engines

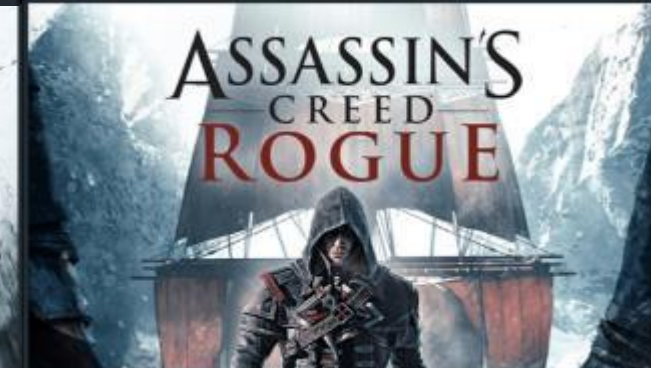


# we power game studios



# we power games

**tobii**  
EYETRACKING



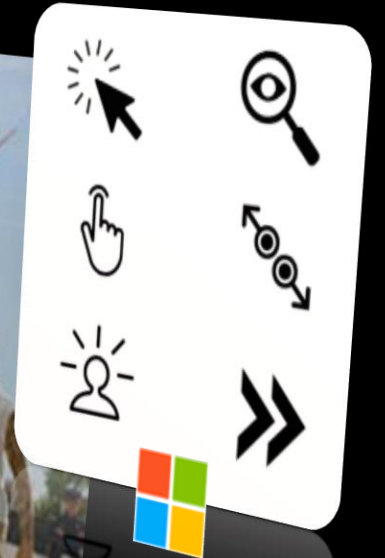


# we power interaction

**tobii**  
EYETRACKING



*Reflections*



**WATCH DOGS 2**

social | game | OS



# we power experience

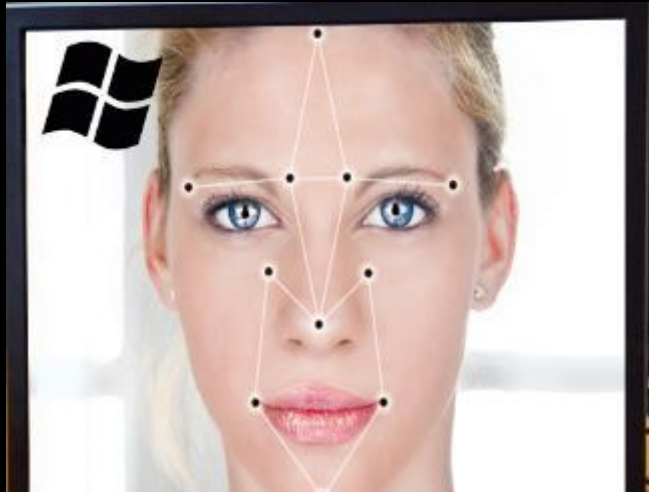
**tobii**  
EYETRACKING



presence | graphics | lighting

# we power security

**tobii**  
EYETRACKING

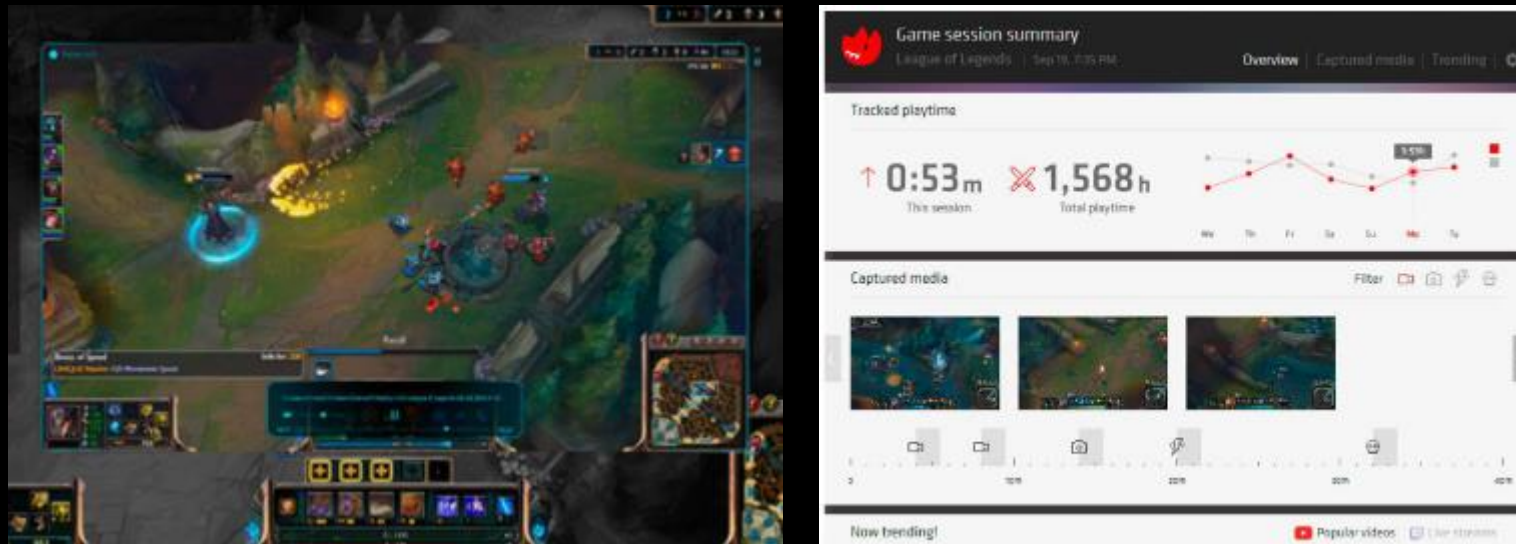


biometric authentication



# we power insight

**tobii**  
EYETRACKING



**OVERWOLF**

embedded analytics



we are tobii

we power you