



# LOCARNA

Real world eye tracking

Locarna eye tracking technologies are designed to track beyond your computer screen. Our proprietary hardware and software technologies excel in any physical environment.

## Scenarios



Vehicle Interface Design

Observe what a driver sees on the road, in the mirrors, on the dashboard, and everything in between. Use the resulting data to improve road safety or interface design.

See what an expert security officer observes during daily tasks. Use the resulting data to improve security training.



Consumer Research



Security Training

See what an expert security officer observes during daily tasks. Use the resulting data to improve security training.

See how expert surgeons switch their gaze between the patient, surgical tools, and other theatre staff. Use the resulting data for medical training or medical tool enhancement.



Surgery



Social Interaction

Observe gaze between people & objects in complex social situations. Use the resulting data to inform social psychology research.

Observe sports players (football, hockey, baseball, etc.) as they identify 'open' teammates, then proceed through a play. Use the resulting data to enhance play strategies and win more games.



Sports

[www.locarna.com](http://www.locarna.com)

## Usage

### 1. Calibrate

Calibration is easy and takes less than 1 minute to complete. Simply put on a pair of Locarna eye tracking glasses, turn on its power button, and look at any small, distinct object in front of you. Alternatively, successively fixate for 1 second on each point of a 3 x 3 grid.

### 2. See your World

Spend hours viewing your world. Locarna's storage module will digitally record your eye movements and environment in real-time time. You don't need to connect to a PC during calibration or while viewing.

### 3. Examine

Connect your Locarna eye tracker via USB to a PC loaded with Locarna's eye tracking software. Locarna's proprietary eye tracking algorithms are fast and reliable. 1 hour of recorded video will typically take only 1-2 hours of processing time to determine eye gaze patterns for every video frame. Our software will generate (i) a video file with augmented graphical cross-hairs and/or fixation points superimposed on the captured scenes, and (ii) a standard .csv file containing detailed eye data for every video frame that can be analyzed in virtually any statistical tool such as MS Excel, SPSS, SAS, or Matlab.

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## Contact

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