LOCARNA
Real world eye tracking

Competitive Advantages

Primary Differentiators

Robust calibration	▪ Faster calibration than existing eye trackers – 90 sec. or less ▪ Maintain calibration longer – over 1 hr. ▪ Highly mobile: subject can roam freely or remain stationary
Best algorithms	▪ Innovative, proprietary pupil detection algorithms ▪ Most consistent tracking – no random fitting ▪ Excels for all skin colors, eye colors, and facial features ▪ Automatically adjusts for makeup (e.g., mascara) ▪ Automatically adjusts to users under the influence of drugs ▪ Dynamically adjusts to ambient lighting changes
Fastest data analysis	▪ Aggregate data up to 10x faster than existing eye trackers ▪ Leverages latest visual attention research

Design Highlights

Eye Tracking

Accuracy	▪ 1° - 2° (limited to natural body movement)
Pupil detection	▪ Augmented graphical cross hair on each video frame
Fixation detection	▪ Augmented graphical circle on each video frame according to angle and time thresholds specified by user
Weight	▪ Eye tracking glasses weigh only 3 oz (75 g)
Logs	▪ Detailed time stamps, pupil location, fixation data, and user-specified tags for each video frame. ▪ Standard ASCII file output compatible with almost any data analysis software

Mobility Options

Wireless	▪ Un-tethered wireless transmission of eye tracking data from Locarna's eye-tracker to a nearby PC
Real-time display	▪ Real-time eye gaze display on a nearby monitor to support immediate field notes and qualitative processes

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