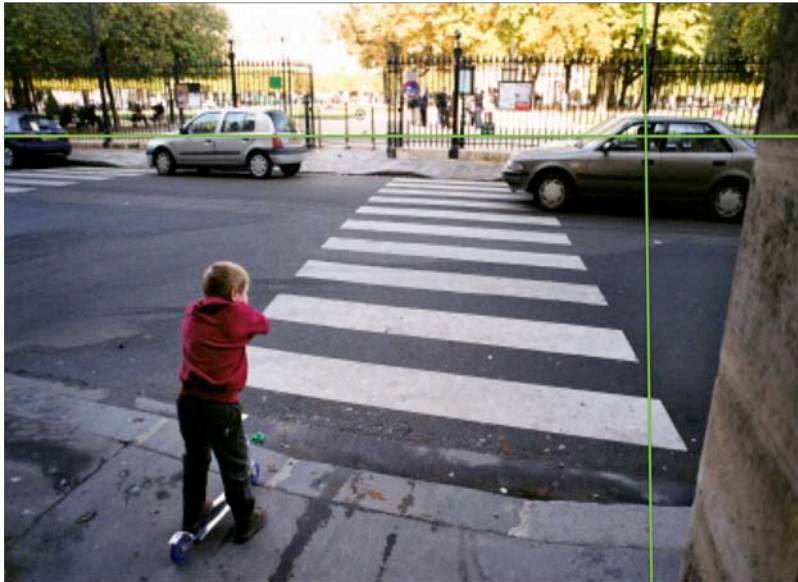




Case Study: Eye tracking kids for safer streets



Background: Established in 1425, K.U. Leuven is one of the oldest universities in the world. After Locarna's competitors were unable to produce 120 Hz mobile eye tracking solutions to K.U. Leuven's specifications, K.U. Leuven approached Locarna to deliver appropriate eye tracking technology.

Problem: Researchers operating under a large European Union grant have a mandate to design safer streets for kids. Objectives include safer street layouts and signage. Researchers need to quantitatively test the effectiveness of different training regimes by first giving a lesson, and then observing the kids' behavior on real streets.

Solution: Locarna delivered two customized eye trackers. These systems needed to be mobile, robust, and work outdoors in a variety of lighting conditions. The systems also needed to be easy to use and fast to setup. Results obtained from these Locarna eye tracking technologies will reduce traffic accidents and save lives.

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