



Quantitative analysis for comparisons

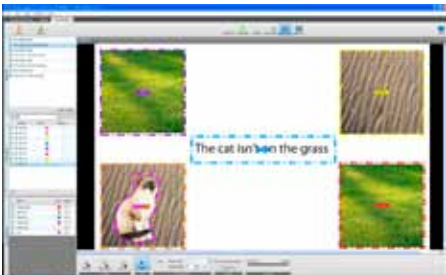
The Area of Interest (AOI) tool makes it possible to aggregate and compare quantitative gaze data from large numbers of test participants.

Embedded statistics tools allow you to calculate standard eye tracking metrics, such as time to first fixation, fixation counts, gaze time distribution and participant percentage. You can filter data based on time periods and/or independent variables.



Now you can also calculate and relate mouse click statistics to gaze data.

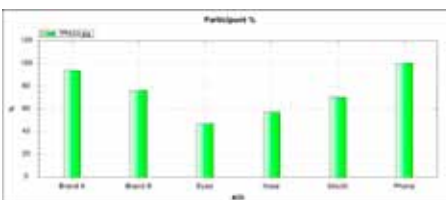
For unlimited flexibility and deeper analysis, you can export raw eye movement data to Excel, Matlab and SPSS.



AOI's defining areas of interest in a linguistics study.



Clustering of eye gaze data from multiple test subjects searching through a store shelf.



Statistics chart showing percentage of participants, paying attention to different elements in a print ad.

Service & support

Tobii is committed to complying with the dynamic requirements of its clients and releases several version upgrades of Tobii Studio each year. Customers with a valid Support & Upgrade contract are entitled to free software upgrades and free technical support.

Tobii Software Development Kit (SDK)

Tobii SDK allows you to easily create your own applications. Please request our separate Tobii SDK product description for more information.

Tobii Eye Trackers

Tobii Studio is used with Tobii T60/120, T60 XL and X60/120 Eye Trackers. All Tobii Eye Trackers are easy-to-use, fully automatic and tracks basically everyone without any restrictions on the user or the slightest compromise in tracking quality. Together, Tobii Studio and Tobii Eye Trackers provide a comprehensive system to effectively collect and analyze gaze data. Please request our separate product leaflets and descriptions for more information about Tobii Eye Trackers.

Tobii Studio comes in three versions: Basic, Professional and Enterprise editions.

Below is a collection of Tobii Studio features. For a complete list of Tobii Studio features, please request our separate Tobii Studio product description.

Workflow	Feature	Basic	Professional	Enterprise
Design	Instruction & image stimuli	●	●	●
	PDF documents		●	●
	Movie, web & screen stimuli		●	●
	Scene camera & external video		●	●
	E-Prime scene generation		●	●
Calibration	Automatic calibration	●	●	●
	Infant calibration	●	●	●
Record	Eye gaze	●	●	●
	Independent variables	●	●	●
	Questionnaire responses		●	●
	Stimuli	●	●	●
	Keystrokes & mouse clicks	●	●	●
	Trigger signals	●	●	●
	Web page & scrolling		●	●
	User camera & sound		●	●
	Event logging		●	●
	RTA			●
	Local live viewer		●	●
	Remote live viewer over IP			●
	Replay	Gaze replay	●	●
Video clips			●	●
Analysis	Gaze plot	●	●	●
	Heatmap	●	●	●
	Areas of Interest (AOI)	●	●	●
	Automatic clustering of AOIs			●
	Bee swarm			●
	Animated gaze plot, heatmap, cluster		●	●
Export	Standard statistics package	●	●	●
	SPSS compatible data	●	●	●
	Visualizations	●	●	●
	Videoclips		●	●
Other	Dual screen support	●	●	●

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Comprehensive Eye Tracking analysis & visualization software



A new dimension of eye tracking software



Get the most out of eye tracking with intuitive test procedures and flexible analysis tools. Create illustrative visualizations and statistics. Gaining deep insight into user experiences, consumer responses, human behavior and vision has never been easier.

Tobii Studio 2 now brings new unique benefits to your research and business by providing such features as support for retrospective think aloud (RTA), integrated questionnaires, automatic E-Prime scene generation and much more.

From usability & market research to scientific research

Tobii Studio™ analysis software offers you a comprehensive platform for recording and analyzing eye gaze data. It supports a broad range of studies ranging from usability testing and market research to psychological experiments and vision research. It is ideal for evaluating interactive media such as websites, software, e-mail campaigns, computer games, and interactive TV, as well as print and online advertising, TV commercials, shopping shelf design and physical products. Scientific research use includes psychological response studies, infant research, reading studies, and studies of autism, ADHD and vision deficiencies.

Fast & easy advanced eye tracking

Tobii Studio makes eye tracking tests, analysis and reporting fast and easy. Intuitive workflow and advanced analysis tools allow you to perform both small and large studies in a timely, cost efficient manner without extensive training.

Tobii Studio supports project-based work, handles multiple tests per project and enables effective administration of large numbers of test participants.

New Easily manage your projects in the Project Manager and copy projects between different computers linked to a project library.

Flexible test design & stimuli presentation

Tobii Studio has efficient time-saving tools for test design. Easily drag and drop a broad range of stimuli types to the workspace timeline. For example, you can quickly load a series of pictures, use AVI movies, screen or web recordings.



New Using PDF documents as stimulus facilitates the display of print ads and magazine spreads. Test subjects can also navigate back and forth between different pages in a natural way.

Multiple and different types of stimuli can be integrated in one test and be presented in randomized order to avoid order effects.

New E-Prime scene generation

E-Prime scene generation facilitates simultaneous use of Tobii Studio and E-Prime from PST. Automatically create scenes based on events sent by E-Prime with the time-saving scene generation tool. Create visualizations and calculate statistics in Tobii Studio based on E-Prime's stimuli presentation.



Record gaze & a wide range of other data

Tobii Studio integrates recorded eye gaze data with video from a video camera or web cam, microphone sounds, keystrokes, mouse clicks and other data streams in a single solution to give you a holistic view of behavior.

The web recording feature captures static images of web pages and pop-ups and compensates for scrolling, etc.

Log and point out indicative moments using text notes or coding schemes. A search function allows you to retrieve specific events, behaviors or participant comments when performing your analysis.

Collect participant data and other independent variables and use automatic filtering to study differences between groups, for example, males and females or different age groups.

New Questionnaire tool

Integrated questionnaire functionality allows you to display multiple-choice questionnaires that require a single answer during a recording.

Filter and compare data sets based on questionnaire responses in the Tobii Studio visualizations and statistics tools.



Easily design and mix questionnaires with other stimuli on the timeline.



Use gaze data as a memory cue during post-interview sessions to discover significantly more usability problems and gain deeper insights into consumer responses.

New Retrospective Think Aloud

Tobii Studio is first to feature the evaluation method retrospective think aloud (RTA) with gaze data replay in one tool. Built-in support for recording user comments, facial expressions and mouse movement while a user explains their behavior after a test eliminates the need for external recorder or video camera.

Interview recordings can be exported as movies for integration into your presentation.



Built-in support for RTA enables efficient documentation of post-interviews.



Remote Viewer

Tobii Studio Remote Viewer allows remote viewing, event logging, and starting and stopping of recordings. It enables you to control and observe a test from another room, inviting clients and colleagues.

Quick & automatic calibration procedure

Tobii Studio offers a number of options to easily and quickly create long-lasting eye tracking calibrations. Proper tracking capability is always verified.

Dedicated infant features

Tobii Studio offers customized calibration routines for babies and other low-attention test subjects, as well as easy set-up routines for attention-grabbing stimuli containing video and audio. Generous head-motion tolerance enables eye tracking of subjects who cannot be fixed.



Advanced tools for analysis and visualization allow in-depth qualitative and quantitative analysis. Data is easily processed for meaningful comparison, interpretation and presentation.



Replay your eye tracking video to gain full understanding

Playbacks of individual test sessions allow you to gain a full qualitative understanding of individual user behavior. The Gaze Replay tool displays a video of your stimuli while superimposing the test participant's gaze point. It also replays user camera and audio.

While in the Gaze Replay mode, you can search event data that has been logged during the test as well as insert new markers. Logged events can be used to automatically extract video highlight clips. You can also export user videos and sound together with clips as picture-in-picture. Share and distribute interesting video snippets to colleagues and clients.



Gaze Replay from one individual test subject, trying to complete the task of signing up for online banking.



Interpretable and convincing visualizations

Tobii Studio provides powerful tools for creating visualizations of eye gaze data, such as gaze plots, heatmaps and bee swarms.

Visualizations illustrate where your test subjects look and for how long. They can easily be copied and pasted into your report as pictures.



Dynamic heatmap and gaze plot visualizations can be exported as video clips.



Gaze plots from two test subjects, trying to compare two digital cameras at an e-commerce website.



Heatmap and gaze opacity map based on aggregated data from multiple test subjects, browsing through a magazine.



Bee swarm based on data from multiple test subjects viewing a TV commercial.

