

# Plug & Play Eye Trackers for on-screen research.



## Tobii T60 & T120 Eye Trackers



### Get a visual advantage

With eye tracking solutions from Tobii you can peer into the minds of test subjects and obtain deep insights into human behavior. Easily, accurately and without distraction from intrusive machinery. Or you can explore new and enhanced eye control interfaces.

### On-screen research

The Tobii T60 and T120 Eye Trackers are integrated into a 17" TFT monitor. They are ideal for all forms of eye tracking studies with stimuli that can be presented on a screen. Get objective results testing print ads, TV commercials, shopping shelves, packaging and product design. Research usability of web, software and computer games. Perform psychology studies, infant studies, reading studies, vision research and more.

### A technological leap

**NEW!**

The Tobii 1750 Eye Tracker made Tobii the world leader in the field. Now its successors

**Get set up in minutes on any desktop or laptop computer. Achieve objective results time and cost efficiently, without need for expertise. Technology from Tobii makes eye tracking easy and fully automatic.**

are taking performance to even higher levels. The Tobii T60 allows for twice as much head movement and is twice as accurate. It brings fundamental advances to eye tracking, such as new sensors, new ways to generate NIR reflection patterns, automatic optimization of bright and dark pupil tracking, improved eye math models with advanced drift compensation, embedded T/X firmware and much more. The Tobii T120 Eye Tracker also boasts with twice as high tracking frequency for more fine-grained data.

### Plug-and-Play

Eye trackers from Tobii carry out long lasting calibrations in seconds. Tracking is fully automatic and started by issuing a simple command. Advanced technology and software saves you the need for expertise. Large studies can be conducted cost-efficiently.

### Non-intrusive

Tobii eye trackers have no visible or moving "tracking devices" that might affect the subject. Large freedom of head movement allows respondents to behave naturally as in front of any other computer screen. You can perform long and accurate studies without fatigue and collect eye tracking data simultaneously with complementary test procedures.

### High tracking quality

High accuracy and excellent head movement compensation provides you with high quality data throughout your entire population. Tobii eye trackers track basically everyone, regardless of ethnic origin, age, glasses or

contact lenses. Drift compensation guarantees high tolerance to varying light conditions.

### Tobii Studio™ Analysis Software

Tobii Studio™ collects eye gaze and other data in real time and provides comprehensive analysis tools. Alternatively you can use any other eye tracking enabled analysis application. Please see our separate product leaflet for more information on Tobii Studio™.

### Tobii Software Development Kit

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

### Hardware accessories

Tobii T60 & T120 Eye Trackers are shipped with a sturdy case for transportation. Monitor arms can be provided to enable flexible positioning of the eye tracker relative to the user.

### Technical specification

	Tobii T60	Tobii T120
Accuracy	0.5 degrees	
Drift	< 0.3 degrees	
Data rate	60 Hz	120 Hz
Freedom of head movement	44x22x30 cm 17x9x12"	30x22x30 cm 12x9x12"
Binocular tracking	Yes	
Bright/dark pupil tracking	Both - automatic optimization	
TFT Display	17" TFT, 1280 x 1024 pixels	
T/X firmware	Embedded	
Weight	~9 kg (20 lbs)	
User camera	Built in	
Speakers	Built in	

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