

Tobii X2 Eye Trackers

The world's smallest, most
versatile eye tracking system



“

Just done a second session using Tobii X2 Eye Tracker, which was awesome. LOVE IT.”

Oliver Bradley, Global eCommerce Innovation & Strategy Director at Unilever

Tobii X2 Eye Trackers

Tobii X2 Eye Trackers are two new revolutionarily small, versatile and more affordable research products powered by our latest generation eye tracking technology.

Tobii X2 Eye Trackers – versatile for a broad spectrum of studies

The 30- and 60-Hz modular eye tracking systems expand your options to perform a variety of research anywhere. Instantly learn what attracts user attention and interest to make better products and improve conversions.

The small design of the Tobii X2 Eye Trackers makes them the perfect choice

for mobile device testing and out-of-the-lab studies on your laptop or PC monitor. At the same time, the system enables you to study large projections or real-world surfaces.

Our uniquely large head movement box and unparalleled tracking accuracy ensure valid and reliable research results.

Tobii Studio Analysis Software – helps you and your customers to understand

Tobii Studio, the leading eye tracking analysis software, supports your workflow—from test design to analysis and visual presentation.

Software versions range from basic live-viewing tools to more advanced versions. The advanced versions allow you to calculate time to first fixation and other

eye tracking metrics based on areas of interest (AOI) and illustrate your findings in heat maps and gaze plots.

To develop your own applications, use Tobii Analytics SDK > 3.0 (Software Development Kit), available as a free download.



Mobile device testing

Study how users experience mobile websites and apps or how they consume mobile content on phones, tablets, e-readers or other similarly sized devices.

The solution delivers the *highly accurate data* you need to test small devices

Tobii X2 Eye Trackers paired with the Tobii Mobile Device Stand for X2, provide a dedicated solution for efficient and high-quality testing of mobile devices and tablets.

where logos, text and buttons require highly accurate eye tracking data and any compromise on accuracy can lead to the wrong conclusions.

Participants can *interact with their mobile device in a natural way* and smoothly rotate the

device between portrait and landscape modes.

Run quantitative and qualitative studies that require high-quality behavioral data. Data aggregation is supported in both landscape and portrait modes.

“

My decision to go with Tobii was based as much on the unparalleled support they provide as on the technology.”

Nicholas Hall, *manager, Behavioral Lab, Stanford Graduate School of Business*

Tobii Training and Support – hands-on guidance from a global organization

Tobii hardware and software solutions are always offered together with world-class training and support through our global organization. Our dedicated teams for training, consultancy and support come together to deliver a great customer experience.

Self-training resources and training services are available to help you get started and provide the hands-on guidance you need to perform different types of studies.

You can count on our eye tracking consultants to build up your lab, organize a workshop or even run your entire research project.

Our technical support offices in North America, Europe and Asia provide timely support for customers in all regional time zones.



Efficient research

Step out of your lab and go where you have easy access to your target audience in their natural surroundings. Collect eye tracking data in a coffee shop, mall, office or wherever your audience is.

Study websites, ads and package design as well as in-field devices like ticket machines or ATMs.

Tobii X2 Eye Trackers are highly compact and portable – ideal for cost-efficient research anywhere.

The system is capable of tracking basically any participant, which means you can keep costs for over-recruitment on a low level.

Tobii X2 Eye Trackers are easy to install and use. Flush mount the eye tracker on your laptop or all-in-one PC to create a portable

lab. With the eye tracker installed and configured, just plug in a single USB cable and you are ready to run your test.

Tobii X2 Eye Trackers are versatile, and one and the same tool can be used for a number of different setups.

All you need in a single tool

Study anything from phones to large shopping shelves with the same eye tracker. The Tobii X2 Eye Tracker can be used for numerous setups and studies.

- Flush mount on screens up to 25".
- Capable of tracking larger screens or surfaces with desk stand accessory or tripod.
- Easy to track phones and tablets with the Mobile Device Stand accessory.



Study websites and software directly on a laptop.



Study large real-world surfaces or simulated environments.



Display ads, packaging or games on a PC monitor.



Evaluate TV media, like commercials or video games.



Optimize web and mobile apps for smaller screens.



Study automated machines and kiosks.



Tobii technical advantage

Tobii has developed a number of clearly distinguishable technological innovations that characterize the high performance of our eye trackers, including our Tobii X2 Eye Trackers:

- Dual Sensor Technology enables “3-D vision” for truly accurate measurement of the distance from the sensor to the user’s eyes. Improves accuracy, precision and tracking robustness.
- Uniquely large head movement box allows the test participant to move his/her head freely and naturally during the test session.
- Tobii eye trackers use both dark and bright pupil technique, with automatic optimization. This means you can track a wide cross section of your population, and can keep over-recruitment costs to a minimum.

Technical Specifications

	Tobii X2-30 Eye Tracker	Tobii X2-60 Eye Tracker
Sampling rate	30 Hz (std.dev. ~ 2 Hz)	60 Hz (std.dev. ~ 0.1Hz)
System latency	50 - 70 ms	>35 ms
Freedom of head movement	50 x 36 cm (20 x 14")	50 x 36 cm (20 x 14")
Operating distance (eye tracker to subject)	40 - 90 cm (15.7 x 33.5")	40 - 90 cm (15.7 x 33.5")
Recommended screen size	Up to 25" (16:9)	Up to 25" (16:9)
Accuracy	See test report*	See test report*
Precision	See test report*	See test report*
Data sample output (for each eye)	Timestamp Eye position Gaze point Pupil diameter Validity code	Timestamp Eye position Gaze point Pupil diameter Validity code

Software and Accessories

Tobii Studio Eye Tracking Software
Tobii Analytics Software Development Kit
Tobii Mobile Device Stand for X2
Partner software

*Tobii has developed a comprehensive test method for measuring eye tracking performance under several likely experimental conditions. Please refer to tobii.com for the Tobii X2 Eye Trackers’ Accuracy and Precision Test Reports.

© Tobii®. Illustrations and specifications do not necessarily apply to products and services offered in each local market. Technical specifications are subject to change without prior notice. All other trademarks are the property of their respective owners.

HEADQUARTERS, SWEDEN

Tobii Technology AB
Karslövågen 2D
Box 743
S-182 17 Danderyd
Sweden
+46 8 663 69 90 Phone
+46 8 30 14 00 Fax
sales@tobii.com

CENTRAL EUROPE

Tobii Technology GmbH
Niedenau 45
D-60325 Frankfurt am Main
Germany
+49 69 24 75 03 40 Phone
+49 69 24 75 03 429 Fax
sales.de@tobii.com

NORTH AMERICA

Tobii Technology, Inc.
510 N. Washington Street
Suite 200 - Falls Church, VA
22046 - USA
+1-703-738-1300 Phone
+1-888-898-6244 Phone
+1-703-738-1313 Fax
sales.us@tobii.com

JAPAN

Tobii Technology, Ltd.
3-4-13 Takanawa, Minato-ku
Tokyo 108-0074
Japan
+81-3-5793-3316 Phone
+81-3-5793-3317 Fax
sales.jp@tobii.com

CHINA

Tobii Electronics Technology
Suzhou Co., Ltd
No. 678, Fengting Avenue
Land Industrial Park
Weiting, Suzhou - 215122
China
+86 13585980539 Phone
sales.cn@tobii.com

tobii
www.tobii.com