



## Press release

Stockholm, January 10, 2019

# Alienware and Tobii Open Alienware Academy for Competitive Gamers

**Today, at CES 2019, Alienware officially opened their new online destination for competitive game training, [AlienwareAcademy.com](http://AlienwareAcademy.com), to the public. A collaboration between Tobii and Alienware, the academy is the first of its kind to include lessons enriched by Tobii eye-tracking insights. From launch, the site will offer a continually evolving repository of lessons, tutorials, and interactive exercises where all levels of gamers can learn tips and tricks from professionals on how to improve their skills and bring their game to the next level.**

“With Alienware Academy, Alienware and Tobii demonstrate their commitment to the rapidly growing esports ecosystem. With exclusive tools and content, Alienware Academy will offer immediate value to competitive gamers who want to learn directly from the pros,” said Jonas Jerebko, owner of the Renegades esports organization. “If you want to learn some of our secrets, then take a few minutes to check out Alienware Academy.”

At launch, Alienware Academy includes:

- Video lessons from top-ranked professionals and esports teams, including Team Liquid, Renegades, and Jordan Gilbert (n0thing) concentrating on the first-person shooter genre.
- A custom challenge map that enables members to practice the skills they learn as they progress through focused lesson tracks. Players with Tobii eye-tracking will receive additional insight about their performance.

“Introducing new forms of community engagement to gamers is just a part of the value that Alienware brings to the gaming industry. What we do today with Alienware Academy builds on our decades of esports experience as we bring unique insights, content, and technology for competitive gamers to learn and train through an engaging and easy to use online platform,” said Christopher Sutphen, director of marketing at Alienware.

“For Tobii, Alienware Academy has been an incredible opportunity to bring eye-tracking to competitive gamers while working with professionals to surface actionable insights. We’ve worked side by side with Alienware to create a training portal that will expand over time to cover a wide variety of competitive game titles, genres, and skill sets,” said Matt Tullis, director of Business Development at Tobii.

For more information, and to try Alienware Academy for yourself, visit [www.AlienwareAcademy.com](http://www.AlienwareAcademy.com).

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## About Tobii

Tobii is the global leader in eye tracking. Our vision is a world where all technology works in harmony with natural human behavior. Tobii operates through three business units: Tobii Dynavox makes specially designed computers that are controlled by eye movement or touch screens for use by people with special needs due to spinal cord injuries, CP, ALS or other medical conditions. Tobii Pro develops and sells eye-tracking equipment and services used today by more than 3,000 companies and 2,000 research institutions, including all of the world's 50 highest ranked universities. Tobii Tech further develops Tobii's technology for new volume markets, such as computer games, personal computers, virtual reality, augmented reality and smartphones. Tobii is headquartered in Sweden and is listed on Nasdaq Stockholm (TOBII). The group has about 1,000 employees. For more information: [www.tobii.com](http://www.tobii.com).

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