



Press release

Stockholm, December 14, 2020

Tobii Eye Tracker 5L powers AI-based workplace solutions

Tobii, the world leader in eye tracking, announces that the German software provider 4tiitoo has selected Tobii Eye Tracker 5L for an AI-based solution that can improve user productivity by one hour of work time a day and improve digital well-being by reducing mouse usage.

4tiitoo is a provider of AI-based enterprise SaaS solutions for easy gaze control of computers. Tobii Eye Tracking technology is a key part of 4tiitoo's offerings, using human attention to improve interaction with some of the most widely used business applications, such as Microsoft Outlook, Microsoft Teams, Zoom, AutoCAD, Salesforce, SAP GUI/Fiori and Siemens NX. AI and machine learning algorithms are used to continuously smoothen the interaction between the most common user patterns and the application interfaces. 4tiitoo customers that will benefit from the solution include SAP and Siemens.

"This is a great example of how Tobii Eye Tracking enables innovation in a wide variety of applications," said Anand Srivatsa, Division CEO of Tobii Tech. "We look forward to partnering with 4tiitoo going forward. Gaze is growing in use in several industries and applications areas. These types of applications are important building blocks to drive the eco system and overall value of eye tracking solutions in PCs."

"Using Tobii Eye Tracking, we can provide robust gaze-based interaction to everyday business applications. This allows us to deliver a unique competitive edge to companies aiming to increase productivity for knowledge workers as well as support customers in building trust and engagement in remote meetings," said Tore Meyer, Managing Director of 4tiitoo.

The Tobii Eye Tracker 5L is developed for building professional products and applications, and will be used together with 4tiitoo's business software offerings *NUJA Full Focus* and *NUJA Productivity+*.

NUJA Full Focus offers a gaze-driven solution that intuitively helps to maintain natural eye contact in video conferences. With a Tobii Eye Tracker installed, a quick glance at relevant screen content is enough to automatically duplicate it into the sweet spot next to the camera, which signals full attention to the conversation partner through eye contact.

NUJA Productivity+ is a software platform that improves efficiency and ergonomics for knowledge workers. Gaze input supports mouse and keyboard usage to reduce the clicking and scrolling needed, which can save up to 12% work time during application usage according to 4tiitoo research. A reduction of mouse movements minimizes pain and fatigue from repetitive strain injuries.

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This deal is not expected to have a material impact on Tobii Tech's revenue in 2021.

For more information about Tobii Eye Tracker 5L, please visit: [Products - Tobii Tech](#)

For more information about 4tiitoo and its NUIA software platform, please visit:

<https://www.4tiitoo.com>

For more information about Tobii

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About Tobii

Tobii is the global leader in eye tracking. Our mission is to improve the world with technology that understands human attention and intent. 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 3,500 companies and 2,500 research institutions, including all of the world's 50 highest ranked universities. Tobii Tech supplies eye tracking technology for integration into consumer electronics and other products such as personal computers, virtual reality headsets, healthcare applications, and more. Tobii is headquartered in Sweden and is listed on Nasdaq Stockholm (TOBII). The group has over 1,000 employees. For more information: www.tobii.com.

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