



Press release

Stockholm, March 11, 2021

Tobii Pro introduces solution for reading research

Tobii Pro, the global leader in eye tracking research solutions, today introduced their first support for reading research. This creates new possibilities for researchers working in text comprehension, educational psychology, and applied reading. The solution can also be used for research purposes to reveal atypical reading patterns, which could be a robust source of insight into conditions such as dyslexia.

The study of eye movements in reading has been widely investigated for more than a century to understand how people assimilate information. Eye tracking has become an established tool to objectively measure human behavior in reading and language research, with important applications in education and linguistics.

This new solution, integrated into the Tobii Pro Lab software, is the first step for Tobii Pro to support reading and language research. It increases the users' productivity and facilitates the analysis workflow by introducing automatic analytics tools and reading-specific metrics that are critical for conducting text-based eye tracking research.

“This initiative is part of Tobii Group’s continued effort to widen our offering within education where we see a strong and growing interest in the use of eye tracking for various educational purposes. These purposes range from examining teaching and learning processes, supporting the development of new reading assessment tools, to empowering students with disabilities by making education accessible through eye tracking,” said Tom Englund, Division CEO of Tobii Pro.

The new solution is available from today. For more information, [click here](#).

Contact

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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 98 of the world’s 100 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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