



Press release

Stockholm, January 8, 2019

Tobii and Alienware Announce Eye Tracking for New Alienware Area-51m Gaming Laptop

Today at CES 2019, Alienware, Dell's high-performance PC gaming brand, announced its new flagship Alienware Area-51m gaming laptop will be the first consumer product to integrate Tobii's IS5 eye-tracking technology. The new Area-51m gaming laptop, built with competitive gaming in mind, features a redesigned three-sided narrow-bezel display, which is offered with Tobii's new fifth generation eye-tracking platform technology.

"It's hard to think of a better way to kick off 2019 than by announcing our continued collaboration to integrate the best eye-tracking technology into Alienware's award-winning gaming laptops," said Henrik Eskilsson, CEO of Tobii AB. "The Area-51m is an extraordinary piece of hardware and it is absolutely fitting that Alienware is the company to offer the first consumer laptop incorporating Tobii's next-generation IS5 eye-tracking platform."

While previous Alienware laptops have integrated Tobii eye-tracking technology, the Area-51m gaming laptop is the first system available on the market to incorporate Tobii's brand new fifth generation eye-tracking platform. [Formally announced](#) by Tobii in October of 2018, the IS5 platform offers a variety of new capabilities, including key features such as:

- Enhanced eye-tracking performance with new Tobii EyeSensor technology.
- An invisible illumination wavelength.
- 60% smaller footprint than previous generations of Tobii's eye-tracking platform and increased flexibility with a new modular design.

Today, eye-tracking is supported in over [130 games](#) across a wide variety of genres, is used as a competitive training tool for esports, is helping [thousands of streamers and content creators](#) to give viewers a new way of understanding the content they are watching, and has become an award-winning technological addition to some of the [biggest esports competitions and broadcasts](#) in the world.

"Alienware is known for offering a world-class gaming experience and to do that you need the latest and best performing technology. We are constantly pushing the limits of what is possible, achieving exceptional performance, all while keeping the highest standards of quality in mind," said Joe Olmsted, director of gaming products at Alienware. "We've worked closely with Tobii to show the power of eye-tracking to the world, and together we have pioneered new ways to empower gamers, broadcasters, and content creators through the Alienware systems."

This information is information that Tobii AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out below, on January 8, 2019, at 5:10 p.m. CET.

Tobii AB (publ)
Box 743
S-182 17 Danderyd
Sweden

phone: +46 8 663 69 90
fax: +46 8 30 14 00
www.tobii.com



Contact

Sara Hyléen, Vice VP of Corporate Communications and Investor Relations, Tobii AB,
phone: +46 709 16 16 41, email: sara.hyleen@tobii.com

Ben Conrad, VP of Media and Influencers, Tobii Tech, phone: +1 (650) 224-6261, email:
ben.conrad@tobii.com

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.

Tobii AB (publ)
Box 743
S-182 17 Danderyd
Sweden

phone: +46 8 663 69 90
fax: +46 8 30 14 00
www.tobii.com