Star Gazer: Tobii receives four ‘Best of Show’ honors at CES

The Associated Press

STOCKHOLM & WASHINGTON--(BUSINESS WIRE)--Jan 17, 2013--Tobii Technology, the global leader in eye tracking and pioneer of gaze interaction, was presented with four “Best of Show” honors from top industry media organizations last week during the 2013 International Consumer Electronics Show (CES) in Las Vegas for the introduction ofTobii REX, the company’s groundbreaking new computer peripheral powered by Tobii Gaze. CNET, Mobile Geeks , Popular Science and Übergizmo celebrated Tobii for having one of the most innovative technologies introduced at the show that is expected to have a major impact on the future of human computing.

“We are extremely honored that Tobii REX and the Tobii Gaze interface were so well-received by so many. We absolutely believe that the integration of gaze into multi-modal computer interaction will dramatically enhance how we all use computer technology in the future, and Tobii REX is an important milestone in taking us closer to realizing this,” said Henrik Eskilsson, CEO of Tobii Technology. “We are very pleased the product has received such strong, positive interest from the many developers, manufacturers and tech enthusiasts we met at CES.”

Tobii received the following awards during CES:

•CNET – Best of CES: Emerging Technology - Finalist
“The new Rex is small enough to sit on your laptop between the monitor and keyboard. It can also comfortably attach to the bottom of most desktop monitors.

More interesting than its rectangular design, though, is the fact that it lets you navigate through Windows 8 with just your eyes and a single keystroke.” -- Seth Rosenblatt, CNET

•Popular Science – CES 2013 Product of the Future
“Tobii’s technology uses your eyes to replace your mouse cursor, and the company’s monitor-mounted REX peripheral now allows virtually anyone to take advantage of it … Tobii has launched the REX, a $995 developer module that hopefully will be a consumer product in the near future. The REX attaches to the underside of your LCD monitor. After about 30 seconds of training, the REX’s electronic eyes follow your own, allowing you to control your cursor with just your eyes. It’s amazingly accurate, although you’ll still need to ‘click’ with your keyboard.” -- Popular Science

•Übergizmo –Best of CES 2013
“Tobii, a company specialized in eye tracking technology, launched the Tobii REX, touted to be the world’s first gaze interaction computer peripheral for the consumer market. Tobii REX is based on Tobii Gaze, which is a revolutionary and award-winning eye-tracking-based interface that was introduced in 2012, where users are able to control the computer simply by using their eye gaze alongside other controls like touch, mouse and keyboard. We tried the new Tobii REX device at CES Unveiled last week and were impressed by its accuracy …Tobii REX will be available for consumers this fall, developers can buy it now.” -- Übergizmo

•Mobile Geeks – Best of CES 2013: Best Enabling Technology
“We knew that Tobii would be showing off their Eye Tracking-Hardware at CES and we were impressed by what we saw. We visited the Tobii booth and got up close and personal with Tobii Rex … I am convinced that the technology is taking us closer to the future and will allow us to improve the way we use PC’s.” -- Malarie Gokey, Mobile Geeks

About Tobii Technology

Tobii Technology is the global leader in eye tracking and gaze interaction. Tobii delivers comprehensive, market-leading gaze solutions and OEM eye-tracking components for applications such as computers, games and vehicles. Tobii’s eye-tracking technology has accelerated the development of gaze interaction in personal computing, transformed research in many fields and enabled communication for thousands of people with special needs. Founded in 2001, Tobii continues to achieve rapid annual growth and receive awards and recognition for its accomplishments. Based in Sweden, Tobii has a global presence, with offices in the U.S., China, Germany, Japan and Norway, as well as a worldwide network of resellers and partners. For more information, visit www.tobii.com [1].

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[1] http://www.tobii.com/