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Tobii Glasses

Capture natural shopper behavior in the most cost-efficient way

- Fully mobile, light weight
- Automated data aggregation
- No extensive manual coding and interpretation
- System guided procedures for supreme onsite efficiency
- Completely natural feel for respondents
- Total solution includes Tobii Studio statistics and visualization tools

tobii
www.tobii.com

Tobii Glasses
Efficient eye tracking studies in a real shopping environment

With the rising cost of research, it is more important than ever to be able to deliver reliable data in the most efficient manner. That's where Tobii Glasses make a difference – by enabling accurate, low-cost, mobile eye tracking studies in real world shopping environments.

Now researchers can measure actual consumer responses during real shopping trips. And this can be achieved at the point of purchase where decisions are made, instead of in unnatural laboratory environments, online questionnaires or over the phone. In the quest for ever-more accurate response research, Tobii Glasses prove to be an invaluable ally.

Tobii Glasses incorporate state-of-the-art technology for automated data aggregation. When used in everyday research, that means saving hundreds of hours of time on data coding which helps to significantly reduce the cost for each respondent.

Employing Tobii Glasses combined with your existing research methods allows you to reach unprecedented levels of insight into how shoppers really shop.

Lower cost per respondent

Tobii Glasses are designed to maximize efficiency in mobile eye tracking research from initial setup to delivering the research report. New technology automates data aggregation and is complemented by step-by-step procedures and overall ease-of-use. The result: dramatically lower costs per respondent.

Easy to use onsite

The respondent puts on the glasses, and you're ready to go. There's no need to configure the hardware before starting, and calibration takes only fifteen seconds either before or after the test. There's minimal need for training and little risk of human error – so you shorten the time needed to get a study under way.

Automatic data aggregation

Tobii Glasses automatically map respondents' eye tracking data to individual packages on a real shelf. The unique Area of Analysis (AOA)-track™ technology allows for the creation of areas of analysis on the POS. Automated data aggregation leads to immediate analysis and visualization in Tobii Studio, the leading eye tracking analysis software. The result: drastically cutting down on data coding and interpretation, saving hundreds of hours of work.

Powerful analysis at your fingertips

Tobii Studio provides time-saving analysis tools that allow efficient data aggregation from a large number of respondents. You can retrieve relevant statistics and create illustrative visualizations which can be copied and pasted into reports. Tobii Studio also supports a combination of eye tracking with post interviews.

AOA-Track data mapping technology enables the system to automatically keep track of multiple Areas of Analysis around the research site.

IR markers communicate with the Tobii Glasses using invisible infrared light.

AOA is an Area of Analysis – part of the shelf that you define with IR markers, and from which you can collect data from one or several respondents.

AOI is an Area of Interest – a single product or a group of products within the AOA that you define in the Tobii Studio software, for statistical analysis.

Capture true shopper behavior

Everything that respondents experience before and during a test can potentially bias their shopping behavior. Tobii Glasses provide unobtrusive research technology that prevents negative or misleading reactions in a real world environment, thus ensuring the validity of the research.

Feels completely natural

Tobii Glasses look and feel just like a regular pair of glasses. They feel perfectly natural to respondents and avoid drawing the attention of fellow shoppers in the actual shopping environment. The ultra-lightweight construction and absence of distracting cameras or mirrors in the respondent's field of view make the experience of wearing the glasses completely unobtrusive. The pocket-sized Recording Assistant means that respondents are free from carrying bulky, heavy recording equipment. And the IR markers are nearly invisible.

The entire research process produces an experience that is as close as possible to a normal shopper experience. There is no need for the researcher to enter the respondent's personal space to configure hardware or adjust mirrors or cameras. Calibration can even be undertaken after the shopping session.

High quality data you can rely on

Tobii Glasses are designed to deliver accurate data over long periods of time and in "live" situations, such as during actual shopping trips. Ease of use and the system guided processes prevent human error that could impact the reliability of the data.

With no hardware configuration necessary, there is no risk of equipment being out of position during the test and corrupting your data. The test leader is guided through the calibration procedure. Automated data mapping and aggregation ensure continuous and objective data handling. Parallax compensation maintains accuracy over different viewing distances as the respondent moves around the store. Eye tracking data, AOA-Track data mapping and shopping scene video are all synched with precision.

Full compatability with Tobii Studio ensures automatic data handling and easy switching between Tobii Glasses and all other Tobii Eye Trackers.

Analysis and results

1. **Data transfer and import**
Remove SD card from Recording Assistant and put it in the research computer.

2. **Instant data visualization**
Visualizations showing aggregated data over the entire sample are available instantly on AOA (Area of Analysis) level.

3. **Statistics in seconds**
Create AOIs around individual packages, brands or flavors to get detailed statistics in seconds. Or export to SPSS.

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Tobii Glasses

1. Camera captures what the respondent sees

2. Sensor communicates with IR markers in the store display

3. Eye tracking sensor registers the reflection of the eye

4. Microphone picks up shopper's comments

Recording Assistant

- Records the eye tracking data, AOA snapshot, video, audio, and the position of the IR markers on a memory card.

- Guides you through the calibration of the respondents to secure reliability and remove any subjective judgment.

- Shows information about eye tracking quality, battery life, etc.

IR markers

- Communicate with the Tobii Glasses using invisible infrared light.

- Define AOAs around the research site.

Tobii Glasses Eye Tracker

Tobii Glasses technical specification

Data rate	30 Hz
Bright/dark pupil tracking	Dark pupil
Firmware	Embedded
Calibration procedure	System guided
Post calibration	Yes
Calibration validation	With Accuracy and Tracking parameter
Sound recording/microphone	Yes
Scene camera format & resolution	MJPG 2000 640x480
Snapshot format & resolution	JPEG 1280 x 960 pixels
Scene camera recording angle/ visual angle	56 degrees horizontal 40 degrees vertical
Maximum battery duration of Recording Assistant in recording and stand-by	110 minutes 180 minutes
Range of IR markers	60-250 cm, 23.6-98.4″
Tolerated angles of IR markers	90-150 degrees (depending on viewing distance)
Battery duration of IR-markers, in active mode & stand-by	240 minutes 14 days
Storage media	SD card
Weight − Glasses	75 grams, 0.17 lbs
Weight − Recording Assistant incl. battery	200 grams, 0.44 lbs
Dimensions − Recording Assistant Length x width x depth	123 x 83 x 32.5 mm 4.84 x 3.27 x 1.3″
Dimensions − IR markers	29 x 31 x 26 mm 1.14 x 1.22 x 1.02″
System travel weight incl. case	4.9 kg, 10.8 lbs

Hardware packages

Items/Features	Glasses Base	Glasses Smart IR*
Tobii Glasses	•	•
Recording Assistant	•	•
AOA-Track automatic data mapping		•

*) The package includes 30 IR markers. Additional markers can be bought separately.

Tobii Studio software editions

Features	Tobii Studio Enterprise	Tobii Studio Professional
Replay with gaze data	•	•
AOA-Track automatic data mapping	•	
Eye tracking data visualization	•	
Statistics tool	•	
Data export functionality	•	•
Manual parallax compensation tool	•	•

For the complete list of features, see the separate Tobii Studio product description.