



Navigation: [Cruise](#) [Travel](#) [Hotels +](#) [games](#)

It's my P&O

leaving it all behind me

get a ferry quote now

route: Dover - Calais
day: month: 5 Jun 200

return route: Calais - Dover
day: month: 6 Jun 200

adults (16+): 2

vehicle: Car
towing: None

Free Disney ticket

Powerful gaze analysis & visualization tools.

tobii Studio™

Tobii Studio™ analysis software

Get the most out of eye tracking with intuitive test procedures and flexible high-level analysis tools. Create illustrative visualizations and statistics. Gaining insight into human behavior, user responses and physiology has never been easier.

From commercial studies to scientific research

The Tobii Studio™ analysis software offers you a comprehensive platform for recording and analyzing eye gaze data. It supports a broad range of studies ranging from usability testing and market research to psychology and physiological experiments. It is ideal for evaluating interactive media such as websites, software, e-mail campaigns, computer games, interactive TV, as well as print and online advertising, TV commercials, shopping shelves and physical products. Scientific research use includes psychological response studies, infant research, reading studies, and studies of autism, ADHD and vision deficiencies.

Fast and easy advanced eye tracking

Tobii Studio makes eye tracking tests, analysis and reporting fast and easy. Intuitive workflow and advanced analysis tools allow you to perform both small and large studies in a timely, cost efficient manner without need for extensive training.

Tobii Studio supports project based work, handles multiple tests per project and enables effective administration of large numbers of test participants.

Design your tests easily

Tobii Studio supports a broad range of stimuli. For example you can quickly load a series of pictures, use AVI movies, screen or web recordings. Multiple and different types of stimuli can be integrated in one test and be presented in randomized order to avoid order effects.



Record more than just gaze data

Tobii Studio gives you a holistic view of behavior, integrating recording of eye tracking data with user video, sound, keystrokes, mouse clicks and other data streams in a single solution. Web recording captures static images of web pages and pop-ups and compensates for scrolling etc.



You can log and point out indicative moments using text notes or coding schemes. A search function allows you to retrieve specific events, behaviors or participant comments when performing your analysis.



You can collect participant data and other independent variables and use automatic filtering to study differences between for example male and females or different age groups.



Tobii Studio Remote Viewer allows for remote viewing, event logging, and starting and stopping of recordings, and enables you to control and observe a test from another room.



Tobii Studio Remote Viewer.

Dedicated infant features

Tobii Studio offers customized calibration routines for babies and other low-attention subjects, as well as easy set up of highly attention grabbing stimuli containing video and audio. Large tolerance to head-motion enables eye tracking of subjects who cannot be fixed.

Visualize the human mind

Advanced tools for analysis and visualization allow for in-depth qualitative and quantitative analysis. Data is easily taken to meaningful comparison, interpretation and presentation.

Replay your eye tracking video to gain full understanding

Playbacks of individual test sessions allow you to gain a full qualitative understanding of individual user behavior. The Gaze Reply tool displays a video of your stimuli while superimposing the gaze point of the test participant. It also plays user camera and audio.

NEW!

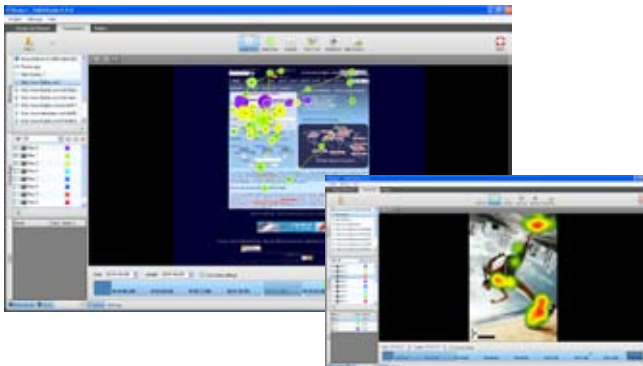
In the Gaze Replay view you can search event data that has been logged during the test as well as insert new markers.

NEW!

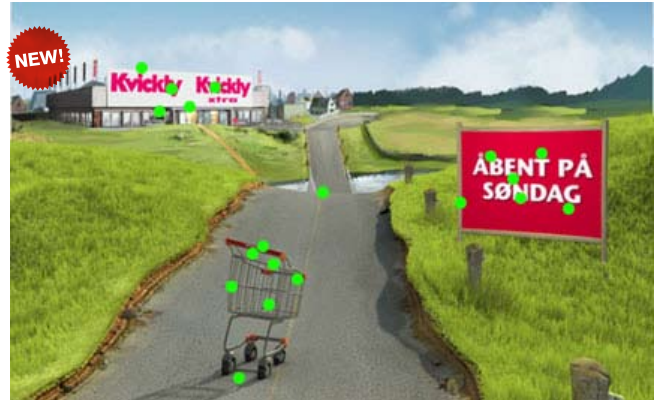
Logged events can be used to automatically extract video highlight clips and you can also export user videos together with clips as picture-in-picture. This enables you to share and distribute interesting video snippets with colleagues and clients.

Interpretable and convincing visualizations

Tobii Studio provides a number of powerful tools to visualize eye gaze data. Below are a few examples.



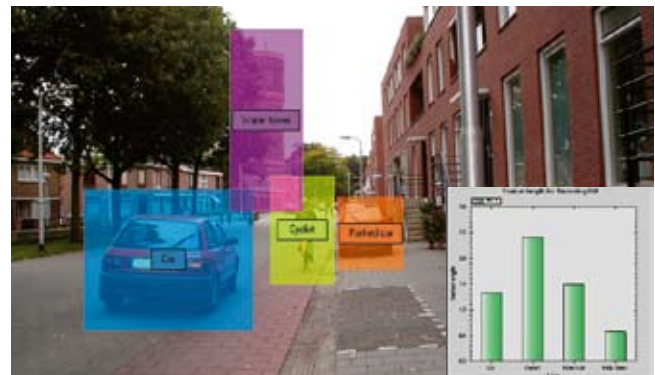
Heat map and gazeplot visualizations.



Bee swarm based on data from multiple test participants viewing a TV commercial.

Quantitative analysis for comparisons

The Area of Interest tool makes it possible to aggregate and compare quantitative gaze data from large numbers of test participants.



Area of Interest definition tool and Area of Interest statistics showing gaze time.

NEW!

Areas of Interest can be created both manually or automatically by clustering the eye gaze data of multiple participants.

NEW!

Built-in statistics tools allow you to calculate standard eye tracking metrics, such as number of fixations and gaze duration. You can filter data based on time period and/or independent variables.

Tobii Studio™ features

Tobii Studio is completely new software from Tobii, largely replacing the ClearView analysis software. It comes in three versions: Basic, Professional and Enterprise edition.

Tobii Software Development Kit (SDK)

Tobii SDK allows you to easily create your own applications. Please request our separate product description for more information on the Tobii SDK.

Tobii Eye Trackers

Tobii Studio is used with Tobii T60, T120 and X120 Eye Trackers. All Tobii Eye Trackers are easy-to-use, fully automatic and tracks basically everyone without any restrictions on the user or the slightest compromise in tracking quality. Together Tobii Studio and Tobii Eye Trackers provide a comprehensive system to effectively collect and analyze gaze data. Please request our separate product leaflets and description for more information on the Tobii Eye Trackers.

Tobii is committed to complying with the dynamic requirements of its clients and typically releases major version upgrades of Tobii Studio once a year. For a complete list of Tobii Studio™ features please request our separate product description.

Workflow	Feature	Basic	Professional	Enterprise
Design	Instruction & image stimuli	X	X	X
	Movie, web & screen stimuli		X	X
	Scene camera & external video		X	X
Calibration	Automatic calibration	X	X	X
	Infant calibration	X	X	X
Record	Eye gaze	X	X	X
	Independent variables	X	X	X
	Stimuli	X	X	X
	Keystrokes & mouse clicks	X	X	X
	Trigger signals	X	X	X
	Web page & scrolling		X	X
	User camera & sound		X	X
	Event logging		X	X
	Local live viewer		X	X
	Remote live viewer over IP			X
Replay	Gaze replay	X	X	X
	Video clips		X	X
Analysis	Gaze plot	X	X	X
	Heat map	X	X	X
	Areas of Interest	X	X	X
	Automatic clustering of AOs			X
	Bee swarm analysis			X
	Standard statistics package	X	X	X
Export	SPSS compatible data	X	X	X
	Visualizations	X	X	X
	Videoclips		X	X

Tobii Technology AB

Karlsrovägen 2D
182 53 Danderyd
Sweden
PHONE +46 8 663 69 90
FAX +46 8 30 14 00
E-MAIL sales@tobii.com

Tobii Technology GmbH

Niederuau 45
60325 Frankfurt am Main
Germany
PHONE +49 69 24 75 03 40
FAX +49 69 24 75 03 429
E-MAIL sales.de@tobii.com

Tobii Technology Japan, Ltd

3-4-13 Takanawa, Minato-ku,
Tokyo 108-0074
Japan
PHONE +81-3-5793-3316
FAX +81-3-5793-3317
E-MAIL sales.jp@tobii.com

Tobii Technology Inc.

510 N. Washington St. Suite 200
Falls Church, VA 22046
USA
PHONE +1 703 738 1300
PHONE +1 888 898 6244
FAX +1 703 738 1313
E-MAIL sales.us@tobii.com

