

# THE EYE TRIBE

## PROFESSIONAL EYE TRACKING FOR CONSUMER DEVICES

### World's smallest eye tracker

Our new device represents a major breakthrough in eye tracking. It is the world's smallest eye tracking device, and the first to use a USB 3.0 type C connector. The Eye Tribe Tracker PRO enables accurate eye control on multiple platforms and the Windows version is available for pre-order now.



### Three-Dimensional eye tracking

Our new 3D head movement compensation feature provides great accuracy, while allowing the user to move the head freely. Combined with frame rates up to 75 Hz The Eye Tribe Tracker PRO sets completely new standards for affordable eye tracking systems. Our SDK can enable use cases like hands-free device control, effortless scrolling and navigation, eye activated login, immersive gaming experiences, and eye pattern analytics with our cloud-based tool EyeProof.

### Free assistive software

To celebrate the launch of The Eye Tribe Tracker PRO we will release a special version for people with disabilities, which is bundled with Optikey, an open source on-screen keyboard designed for people with speech and motor disabilities. We hope to empower people truly in need of an eye tracker, with the first truly affordable alternative being 10-100 times less expensive than the current assistive eye tracking technology.



### OEM integration

The module inside The Eye Tribe Tracker PRO is designed for low power consumption, low component cost, and simple hardware integration into laptops, tablets and various other OEM products. It offers a range of different implementation and customization options to fit your product and specific use case. OEM customers can apply to purchase an early access Evaluation Kit available for prototyping or initial integration work.

**Pre-Order today at [www.theeyetribe.com](http://www.theeyetribe.com)**



### Our vision

The Eye Tribe vision is to become the leading supplier of eye control software for the consumer market by licensing our technology to manufacturers in VR/AR and mobile.

### About us

The Eye Tribe was founded in September 2011 by 4 former PhD students from the world's leading research group in low-cost eye tracking at the IT University of Copenhagen. The Eye Tribe now consists of 16 employees with HQ in Copenhagen and a strong group of advisors with experience from semiconductor and mobile industry.

The Eye Tribe has raised US\$ 3.0 million in seed funding, and is also leading a US\$4.4 million government supported project to bring eye control to the mass market together with toy company LEGO, gaming company Serious Games, IT University of Copenhagen, and Technical University of Denmark.

### Preliminary tech specs

Sampling rate: 30Hz to 75Hz  
Accuracy: 0.5° - 1°  
Latency: <1.6ms  
Calibration: 6, 9, 12 points  
Working range: 45cm - 75cm  
Tracking area: 45cm x 30cm  
Screen sizes: Up to 24"  
SDKs in Java, C++ & C#  
Data output: Binocular gaze data, head location in 3D  
Interface: USB3.0 type C

### Contact

DK HQ +45 36 980 580  
US +1 650-543-8165  
[sales@theeyetribe.com](mailto:sales@theeyetribe.com)  
[www.theeyetribe.com](http://www.theeyetribe.com)