



# THE EYE TRIBE

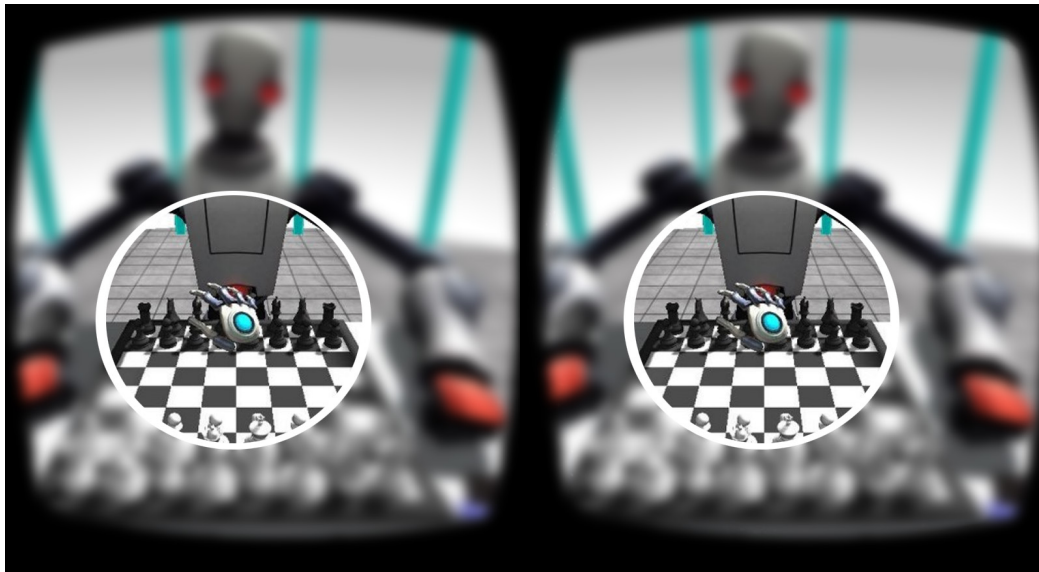
## INTRODUCING EYE TRACKING IN VIRTUAL REALITY

### Eye tracking in Virtual Reality

Eye Tracking will become standard functionality in VR Headsets, which will enable higher performance of the headset with foveated rendering. Eye tracking will provide easier and intuitive control of the headset in combination with hand gestures and voice control. For this market The Eye Tribe now offers a solution for integrating eye tracking into VR headsets.

### Foveated rendering

Foveated rendering is one of the most important use cases for Eye Tracking technology in VR. Foveated rendering works by only rendering the specific part of the screen where the user is currently looking.



The Eye Tribe's VR solution has been developed to offer market leading performance for foveated rendering, thereby enabling higher screen resolution and refresh rates, while lowering GPU load and power consumption significantly.

### Effortless setup and use

Setup of the system is easy, and the Slip compensation feature will allow movement of the mask without recalibrating the system. Our novel patent pending eye biometric authentication method will allow for effortless authentication of the user, and The Eye Tribe VR solution also offers support for Iris recognition. Eye tracking in VR enables multiple use cases like hands-free control and navigation of menus, apps and websites. Using the eyes for interaction is preferable in a setting, where it is not possible to touch the screen.

### Multiplatform OEM integration

The Eye Tribe offer the world's first VR eye tracking for Android devices. Our solution is designed for low power consumption, low component cost, and simple hardware integration. We have successfully integrated eye tracking into a wide range of the leading VR headsets for both Windows and Android platforms - e.g. Oculus Rift DK 2, HTC Vive & Gear VR. OEM customers can apply to purchase an early access evaluation kit available for prototyping or initial integration work.



**Order Evaluation Kit today at [sales@theeyetribe.com](mailto:sales@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

Number of sensors pr. eye: 1  
Vertical / horizontal FOV: 80/60°  
Sampling rate: up to 300Hz  
Accuracy: <0.2°  
Processing latency: <3ms  
Gaze data output: 3D gaze data, eye location & pupil data  
Calibration: 1, 3 points  
Calibration free, Slip compensation  
Features: Foveated rendering support, 3D based Depth of field support  
Authentication: Eye Biometrics, Iris recognition support (compliance with ISO/IEC 19794-6:2011)  
Open network API, SDKs in Java, C++ & C#, Unity plugin  
Interface: USB3.0, SPI

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