# eyewaregazesense

# HEAD & EYE TRACKING SOFTWARE

## FOR ACADEMIC RESEARCHERS



**ACADEMIC PRICING**
**1'956 €**
/LICENSE/YEAR
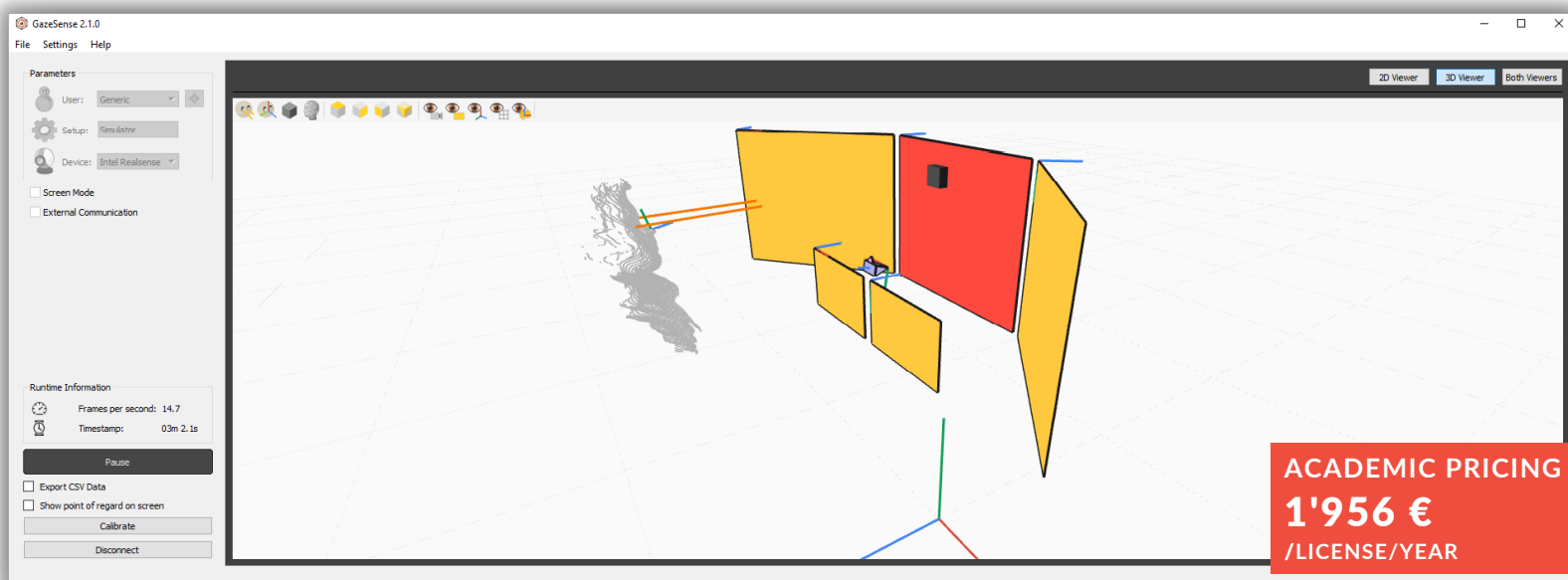
## WORKS WITH 3D AND RGB SENSORS

### INTEL REALSENSE
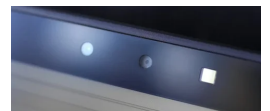- recommended model: D415
- price per unit: $159

### IPHONE TRUEDEPTH
-any Face ID ready iOS device
- support planned for autumn 2021

### WEBCAM
- integrated and external webcams
- lower robustness compared to 3D sensor

Eyeware is a leading eye tracking and head pose tracking software provider, using state-of-the-art computer vision algorithms and machine perception AI technology to enhance regular consumer hardware.

GazeSense is an eye tracking software that provides real-time gaze coding without the need to wear glasses and tracking the eye-gaze in 3D. Using an off-the-shelf depth-sensing camera or a regular webcam (for less demanding use cases), the software allows you to label objects of interest in 3D space and track attention towards them in real-time.

✓ WINDOWS AND LINUX SUPPORT

✓ REAL-TIME PYTHON API AND TIME-STAMPED CSV DATA EXPORT

✓ SDK (C, C++) AND PLUGINS AVAILABLE (ROS, UNITY)

✓ SCREEN AND MULTI-SURFACE TRACKING IN 3D

## Technical Specification

**Accuracy\*:** 1.5° (ideal setup), >3° (large setups)
**Sampling rate:** 30 Hz
**Max. single screen size:** 30''
**Operating distance:** 40-130cm/16-51''
**Tracking field of view:** 65° x 40° (HxV for the RealSense D415)
**Head tracking:** 6 degrees of freedom

*Ideal setup: Screen application using a 3D sensor and 9 point calibration.
Accuracy can decrease multiple degrees for larger tracking areas, distances and head movements.
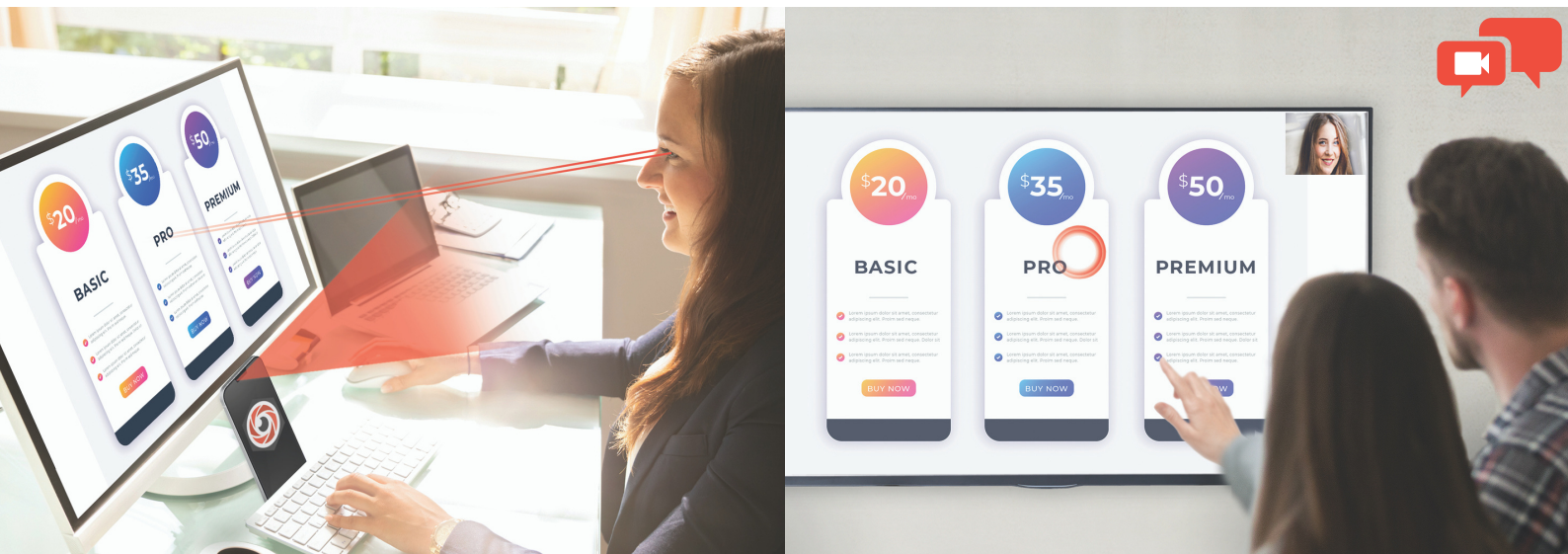
## Contact

Chase Anderson
contact@eyeware.tech
Rue Marconi 19 | 1920 Martigny | Switzerland

www.eyeware.tech/gazesense

# eyewaresense

# FOCUS

## COMBINE SCREEN SHARING WITH EYE TRACKING FOR MODERATED USER TESTING



## UNCOVER HIDDEN USER BEHAVIOR WITH EYE TRACKING

### REMOTE FIRST

No UX lab or expensive eye tracking hardware. Users turn their own iPhones into reliable eye tracking devices.

### QUICK INSIGHTS

Resolve design questions immediately or record the session for a retrospective think-aloud interview.

### EASY SETUP

Users get onboarded within 2 minutes and use Zoom for screen-sharing.

Eyeware is a leading eye tracking and head pose tracking software provider, using state-of-the-art computer vision algorithms and machine perception AI technology to enhance regular consumer hardware.

Eyeware Sense is a Windows PC software that allows iPhones to be used as plug&play eye trackers. Moderated one-on-one user testing is enabled through screen- and attention-sharing on any video conferencing tool. Below the step-by-step instruction how to onboard a user.

**1** GET THE FREE EYEWARE BEAM IPHONE APP

**Download on the App Store**

**2** DOWNLOAD & INSTALL THE EYEWARE BEAM SOFTWARE FOR PC

**3** CONNECT PHONE TO PC VIA WI-FI

**4** DOWNLOAD & INSTALL EYEWARE SENSE SOFTWARE FOR PC

## Use Case Example

- **Use case**
  - Test the checkout process on an e-commerce site
- **Setup**
  - User downloads the Beam Research app to turn their iPhone into a research-grade eye tracker.
  - User also installs the Beam Research app extension in Zoom.
- **Run the experiment**
  - User joins a Zoom call with the moderator, turns on eye tracking in the Beam Research app, activates the eye tracking function in the Zoom extension and shares the screen.
  - User goes through the checkout process. There is no overlay on the user's screen. The gaze indicator is only visible to the moderator as an overlay on the shared screen.
  - Moderator can now use eye tracking to uncover hidden behavior and compare it with mouse movements and clicks in real-time. The moderator can store a recording of the session and use it for a retrospective think-aloud interview.

## Contact

Chase Anderson
contact@eyeware.tech
Rue Marconi 19 | 1920 Martigny | Switzerland

**www.eyeware.tech**

# eyewaresense

# API

## TURN IPHONES INTO RESEARCH-GRADE EYE TRACKERS FOR AT-HOME STUDIES



## AT-HOME EYE TRACKING VIA IPHONE APP

### RELIABLE

High accuracy and longitudinal robustness improving success rates in at-home studies

### AFFORDABLE

No need to ship expensive eye tracking hardware. Use iPhones already in the user's hands for hiqh-quality data.

### EASY

Streamlined onboarding in under 2 minutes with the Eyeware Beam app.

Eyeware is a leading eye tracking and head pose tracking software provider, using state-of-the-art computer vision algorithms and machine perception AI technology to enhance regular consumer hardware.

Participants download the free Eyeware Beam iOS app and installing the Eyeware Sense app can turn their iPhones into a plug-n-play eye tracker for research. The Sense API provides real-time access to the gaze data stream for your stimulus tool enabling remote UX, neuromarketing and biometrics studies without specialized hardware. Below the step-by-step instruction how to onboard a user.

**1** GET THE FREE EYEWARE BEAM IPHONE APP

Download on the **App Store**

**2** DOWNLOAD & INSTALL THE EYEWARE BEAM SOFTWARE FOR PC

**3** CONNECT PHONE TO PC VIA WI-FI

**4** DOWNLOAD & INSTALL EYEWARE SENSE SOFTWARE FOR PC

+API

## Technical Specification

**Accuracy\*:** 1.5°
**Sampling rate:** 30 Hz
**Max. Screen Size:** 30''
**Operating Distance:** 40-80cm/16-31''
**Tracking Box:** 40x30cm/16x12'' at 65cm/26''
**CPU Load on PC:** <1%
**Head Tracking:** 6 degrees of freedom

*Ideal conditions. Gaze accuracy decreases towards the edges of the screen and especially for larger screens.

## Contact

Chase Anderson
contact@eyeware.tech
Rue Marconi 19 | 1920 Martigny | Switzerland

**www.eyeware.tech**