

# VR Eye Tracking Analytics Lab

A simple yet powerful tool for setting up eye tracking experiments in VR

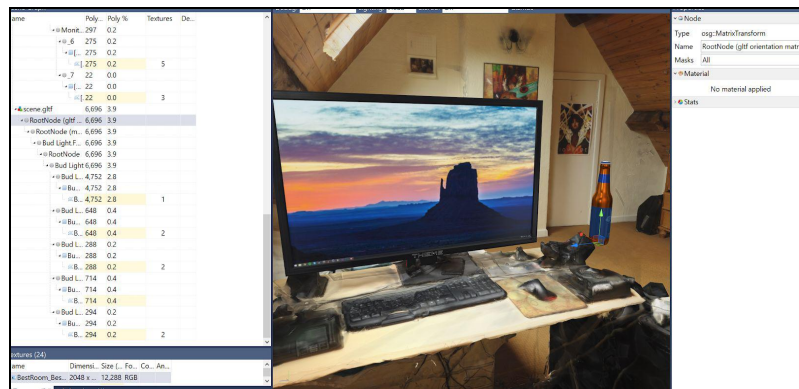


## Configure and Build Your Scene

Use Vizard's Inspector to easily add your objects of interest and set up your scene, using a simple drag and drop interface.

Objects can include:

- 3D Models
- Spherical videos and images
- Avatars
- Point cloud data
- And more!



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## The Hardware

With support for all the major PC based VR eye tracking devices including the Vive Pro Eye, Pupil Labs (Vive Pro, Vive and Cosmos) and Tobii VR. The VR Eye Tracking Analytics Lab is an add-on to Vizard and requires an active Vizard Development or Enterprise license, sold Separately.

Additionally, you can leverage Vizard's extensive hardware support to connect to devices such as data gloves, full body tracking, or send events to physiological measurement devices and software such as Biopac's Acqknowledge.



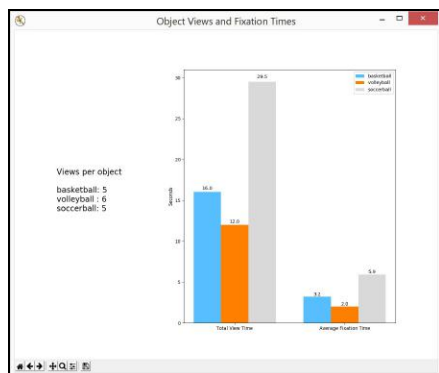
## Run and Analyze

Analyze data, such as fixations per object, total fixation time per object, average fixation time per object, object timeline, pupil diameter, gaze intersect position. Automatically save a video file with time synchronization, gaze point and more!

### Generate heat maps



## View data as a bar chart



## View a gaze visualization path



## Full features list:

- Access to eye tracking package that includes one comprehensive eye tracking example and several smaller example scripts that show how to use the utilities available for accomplishing common eye tracking tasks with the following modifiable features:
- View heat maps
- Enter participant data
- Collect eye tracker data
- Render a visualization of the data
- Write tracking data to file
- Write stats to file including
  - Views per object
  - Total view time per object
  - Average view time per object
  - Object timeline
  - Pupil diameter (Vive Pro Eye and Tobii)
- Display stats in barchart and save a PDF of the chart
- Add environments and target objects of your choosing

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- Calibrate user with 5 to 9 point calibration
  - Toggle a gaze intersection point
  - Record video of experiment for later review
  - Add 360 video or images (mono or stereoscopic)
  - Modify hardware setup to allow for various tracking devices and inputs
  - Choose from various avatars (male or female)
  - Define what happens when that target object is in fixation
  - Define time for fixation
  - Choose how much time before first fixation
  - Review timeline of events
  - Access to eyetracking support on the WorldViz email ticketing system (up to 3 hours of engineering time per support case, max. 12 hours per contract per year)
  - Access to feature request path

#### Multi-User Edition:

- Supports up to 4 users
  - Individual multi-user, modifiable scripts to show gaze intersect points for each user
- (Note: Does not support heatmaps and single user eye tracking utilities. Requires Vizard Enterprise license, sold separately. Complimentary support available for 12 months. For additional years of support contact sales.)

Additional features not included in package, but examples and instruction can be provided:

- Record video of experiment for later review
- Gaze based interactions
- Support for integration with Biopac and other supported third party hardware

#### Eye-tracker specific:

- Pupil Labs
  - Start and stop eye tracking data recording
  - View video feed of the eyes
- Vive Pro Eye
  - Get pupil diameter
  - Get eye openness value (from 0 to 1) for individual eyes
- Tobii VR:
  - Get pupil diameter