



SUPERIOR EYE TRACKING TECHNOLOGY

Totally Free Head Motion
Unmatched Accuracy
State-Of-The-Art Analysis Software

www.eyegaze.com

LC Technologies harnesses the power of the eyes to enhance insight into human perception and cognition, providing powerful tools to analyze how people perceive and interact with the world.

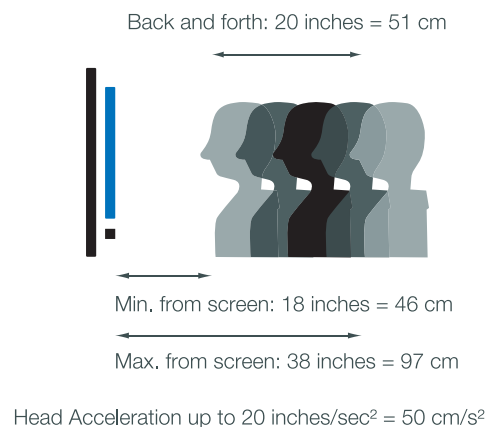
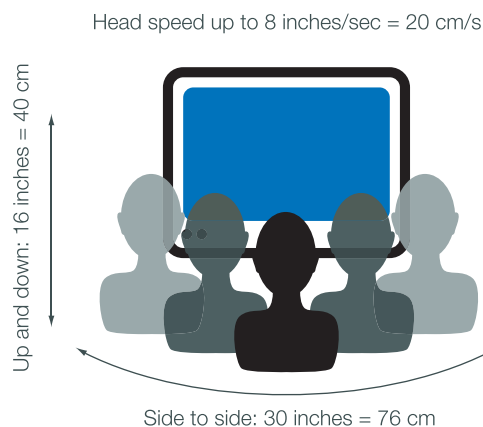
EYEGAZE EDGE® EYEFOLLOWER



- Totally free head motion
- Automatic eye acquisition with face detection
- EFT (Enhanced Focusing Technology)
- 120 Hz sampling rate
- < 0.4 degree accuracy over the whole range of head movement
- Full range binocular eye tracking - both eyes
- Fully automatic calibration
- All-in-one system for starting right away
- Maintains accuracy if subject tilts his head to either side

This unique new technology solves eye tracking's tolerance-to-head-motion challenge once and for all. The EyeFollower accommodates all natural head motions during computer operation.

UNMATCHED HEAD MOTION VOLUME - UNLIMITED FREEDOM



THE NEXT GENERATION IN EYE TRACKING

AUTOMATIC EYE ACQUISITION

The EyeFollower automatically locates the eyes when the user enters the work-space, and it rapidly re-acquires the eyes when he returns his attention to the screen after turning his head away.



4-CAMERA-TRACKING

The system uses special cameras to track the head position and adjust the eye tracking cameras to the subject's eyes.

HIGH ACCURACY

The EyeFollower achieves its highly accurate 0.4-degree gaze point tracking accuracy throughout the whole operational head range. Even with high computer processing loads, the system samples data at a constant 120 Hz.

BINOCULAR EYE TRACKING

The EyeFollower tracks both eyes over the full range of head motion to enhance accuracy.

EASY CALIBRATION

The hands-free calibration is fast, easy to operate, and long lasting. The calibration can be saved and reused when working with the same subject again.

ENHANCED FOCUSING TECHNOLOGY

- LC Technologies' EFT achieves consistently high gaze point tracking accuracy throughout the system's head-tracking volume.
- Autofocusing telephoto lenses (rather than wide angle lenses) produce clear, high-resolution images of the user's eyes providing excellent gaze point accuracy.
- Cameras continually point and focus directly on the eyes, allowing the large volume of free head movement.

VERSATILE

The EyeFollower may be used with a wide variety of computer monitors, with a projection screen, with stereoscopic displays, or in a real-world, 3-dimensional setting with no monitor at all. 3-dimensional gaze points are available for real or simulated 3D environments.



The Eyegaze EDGE® EyeFollower comes with a complete and customizable computer system, a mounting bracket for monitors as well as a supporting stand.

EYEGAZE EDGE® 600 SERIES



BINOCULAR SYSTEM

- 120 Hz sampling rate
- High accuracy < 0.4 degrees
- Binocular eye tracking - both eyes
- 10 second calibration
- Separate data streams from left and right eyes available
- Complete and customizable computer system included

The Eyegaze EDGE® 600 Series System is available as either a binocular or monocular eye tracking system. The binocular system measures the gaze position of both eyes with two separate cameras. The monocular system uses one camera to track one eye. These systems are particularly popular in research because of their high reliability and tracking consistency.



SCIENTIFIC RESEARCH

psychology, neuroscience,
reading research, vision research,
computer science



MARKET RESEARCH

print and online ads,
TV spot and video, POS analysis,
product design

THE NEXT GENERATION IN EYE TRACKING

Pack and go! All of our Eyegaze Edge® systems can be set up and ready to use in minutes. Then, using the automated calibration program you will be collecting data in the blink of an eye.

MONOCULAR SYSTEM

- 60 Hz sampling rate
- High accuracy < 0.4 degrees
- Monocular eye tracking
- 10 second calibration
- Mobile and lightweight
- Complete and customizable computer system included



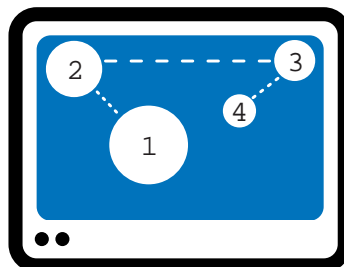
EYEGAZE EDGE® PACK



Our smallest and most lightweight system (less than 7 ounces), the Eyegaze EDGE® Pack is perfect for mobile use with various mounting options available. Connect the Eyegaze EDGE® Pack to most computers within minutes with its FireWire interface. The package includes the Eyegaze camera, bracket and mount, cables and eye tracking software.

USABILITY/HCI

websites, software,
Intranet, user interfaces

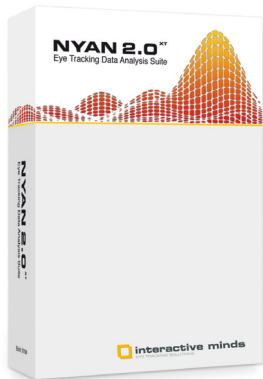


CUSTOM SOLUTIONS

design and development of
custom eye tracking solutions

Our software solutions are compatible with all our eye trackers. NYAN 2.0^{XT} is a complete eye tracking data analysis suite for easy stimulus presentation, data recording and data analysis.

NYAN 2.0^{XT} EYE TRACKING ANALYSIS SUITE



- Gain insight into human cognition, consumer behavior and oculomotor processes.
- Create powerful visualizations and perform quantitative analysis.
- Getting the most out of eye tracking has never been easier.

WHAT IS NYAN 2.0^{XT}?

From fundamental scientific research to commercial studies, the NYAN 2.0^{XT} analysis suite is an unprecedented tool for the whole lifecycle of an eye tracking study. Its intuitive workflow makes it easy to manage a wide variety of studies in a controlled and flexible way. It guides you through planning your experimental setting, recording the data, and using sophisticated analysis tools for graphical and numerical analysis.

NYAN 2.0^{XT} allows for analyzing still images, interactive media such as web sites, dynamic Web 2.0 content, print and online advertising, and TV spots. Both scientific researchers and service providers can use its advanced analysis tools to discover and study visual attention, reading behavior, and psychological and physiological processes.

PSYCHOLOGICAL AND PHYSIOLOGICAL EXPERIMENTS

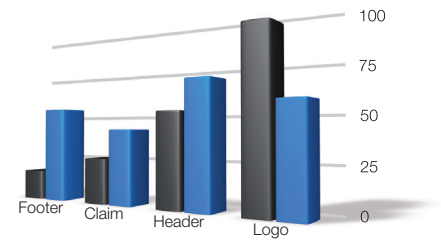
Implement your complete study design with NYAN 2.0^{XT} - there is no need for external tools. Different types of

stimuli can be integrated into one project. Studies can be customized and ordered in many ways, making almost any design ready to use within minutes. With its synchronized and detailed analysis functions, NYAN 2.0^{XT} allows scientific researchers to study basic visual perception, reading, infant behavior, and psychological and physiological processes. Everything on the screen including images, video and raw data can be exported.



MARKET RESEARCH

Knowing what people see - and, more importantly, what they miss - is the key to an effective marketing campaign that turns people into buyers. Stop guessing and use the unique features of eye tracking to get insight into peoples' attention. NYAN 2.0^{XT} includes powerful visualizations that make it easy to communicate the results.

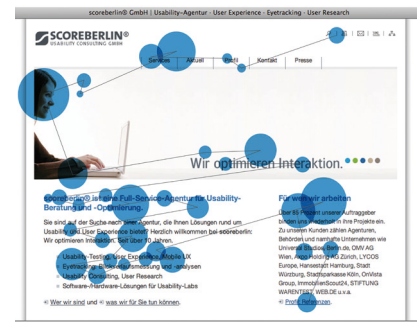


USABILITY TESTING AND HCI

Incorporate eye tracking into your usability testing process to get a uniquely objective insight into user decisions. Unlike think-aloud approaches, an unobtrusive eye tracker does not interfere with the participant's natural mental processes. NYAN 2.0^{XT} helps you use eye tracking in an easy way to test web sites, software and prototypes. In addition to gaze data, NYAN 2.0^{XT} records user videos, keystrokes, mouse clicks and stimulus events, helping to form an integrated picture of complex human cognition and behavior.

TECHSMITH MORAE™ INTEGRATION

Are you using TechSmith Morae™ to conduct your study? If so, eye tracking can now be easily integrated into your workflow! NYAN 2.0^{XT} takes care of operating the eye tracker silently in the background. You can monitor the gaze position in real time with any connected Morae Observer™. While analyzing the data NYAN's sophisticated in-depth data analysis tools can be used at any time.



CAPTURE WEB 2.0

NYAN 2.0^{XT} not only compensates for scrolling, but it also automatically detects and filters highly dynamic web content such as JavaScript/CSS overlays, flash animations and dynamically changing content, providing a means for analyzing gaze behavior with unprecedented validity.

SOFTWARE EXTENSIONS FOR THIRD PARTY APPLICATIONS

The Eye Tracking Extension for E-Prime® 2 allows you to control our eye trackers from E-Prime® 2 to access the gaze data in real-time and to synchronize the stimulus display with the gaze data stream. You can also define and configure areas of interest (AOI) remotely: the extension informs you which AOIs your test subjects attended to.

The Eye Tracking Extension for Presentation® allows you to control our eye trackers from Presentation® to access the gaze data in real-time and to synchronize the stimulus display with the gaze data stream.

NYAN 2.0^{XT} and the software extensions are produced by our partner company, Interactive Minds. For more information about the software functionality please visit the website www.interactive-minds.com

LC TECHNOLOGIES EYEGAZE EDGE® SYSTEMS

WORLD'S LEADING EYE TRACKING AND EYE-CONTROLLED TECHNOLOGY - SINCE 1986

LC Technologies has pioneered the development of eye tracking technology for over 20 years. Our Smithsonian Institution Award-winning Eyegaze systems have a long-standing reputation for accuracy, reliability, and ease-of-use.

All of our eye tracking systems have consistent gaze point prediction and unmatched accuracy even when a subject falls outside the "norm".

The Eyegaze EDGE® Analysis Systems and the Eyegaze EDGE® EyeFollower work equally well when a subject has:

- Extremely large or small pupils
- Ptosis (drooping) of the eyelids that blocks part of the pupil
- Varying head positions

We are committed to providing exceptional customer service and support.

IF YOU'RE LOOKING FOR SUPERIOR EYE TRACKERS LOOK NO FURTHER!



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