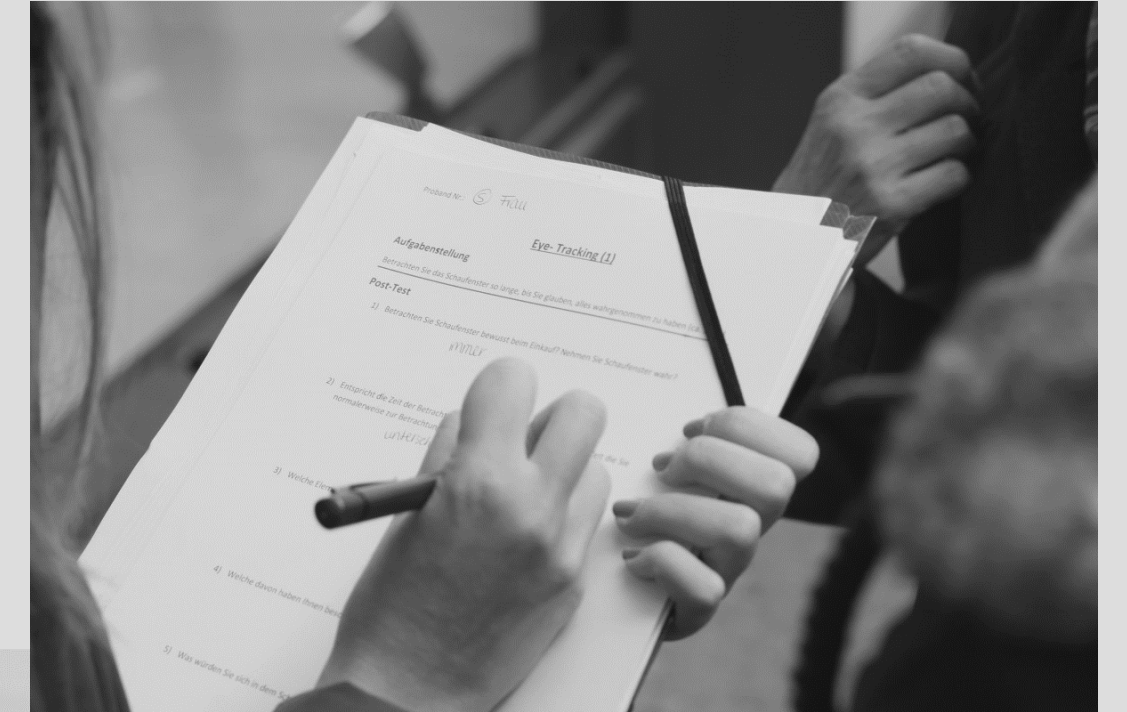# eyeware

GazeSense™

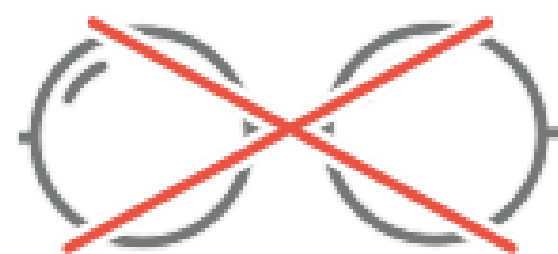**3D Attention Data for Retail**
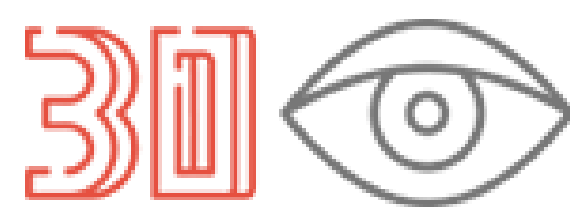
eyeware
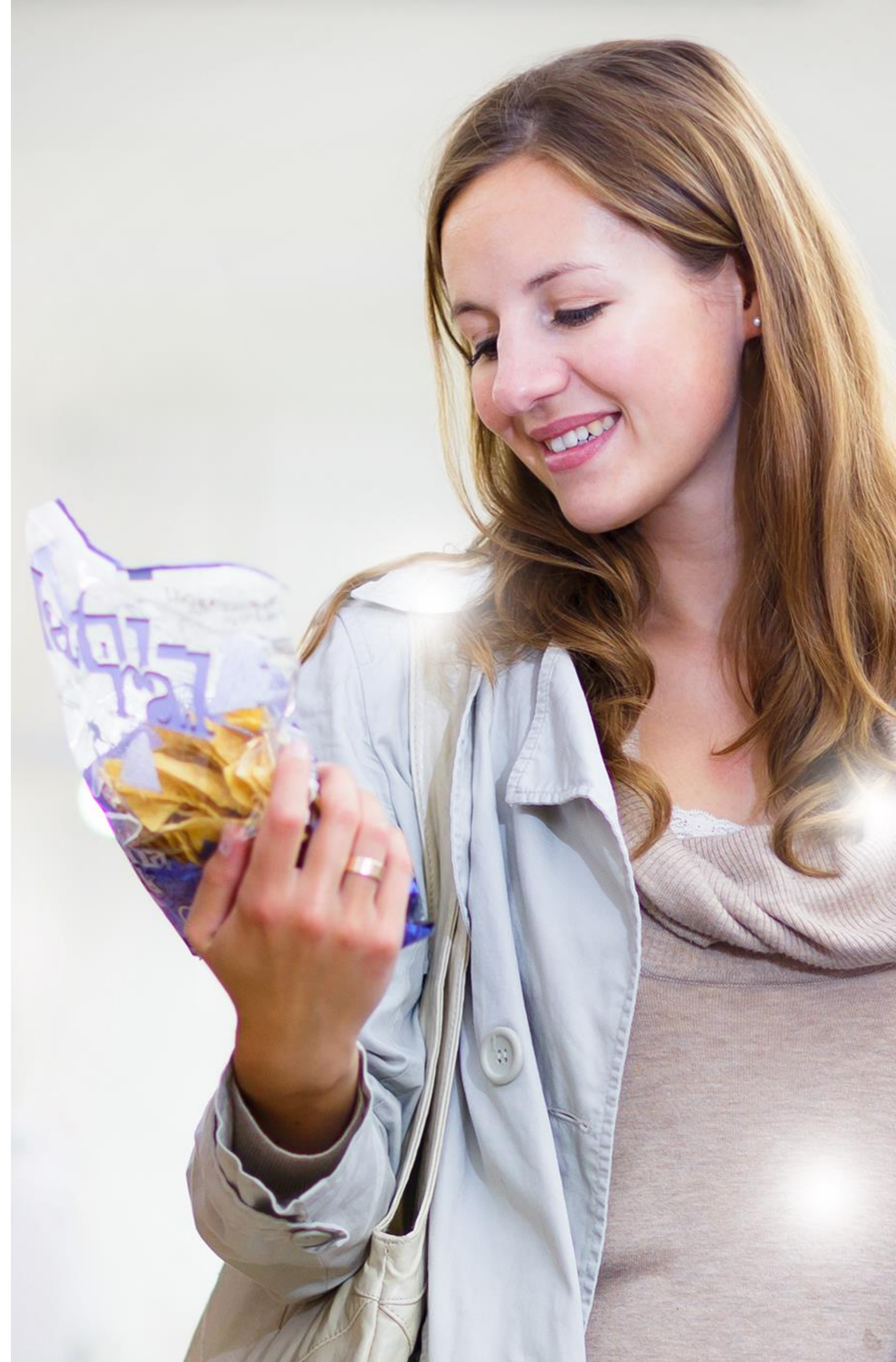
Attention data is hard to collect

- Head mounted trackers, use of VR or surveys

- Time consuming setup

- Only one person is tracked at a time

- Focus group can be biased

eyeware
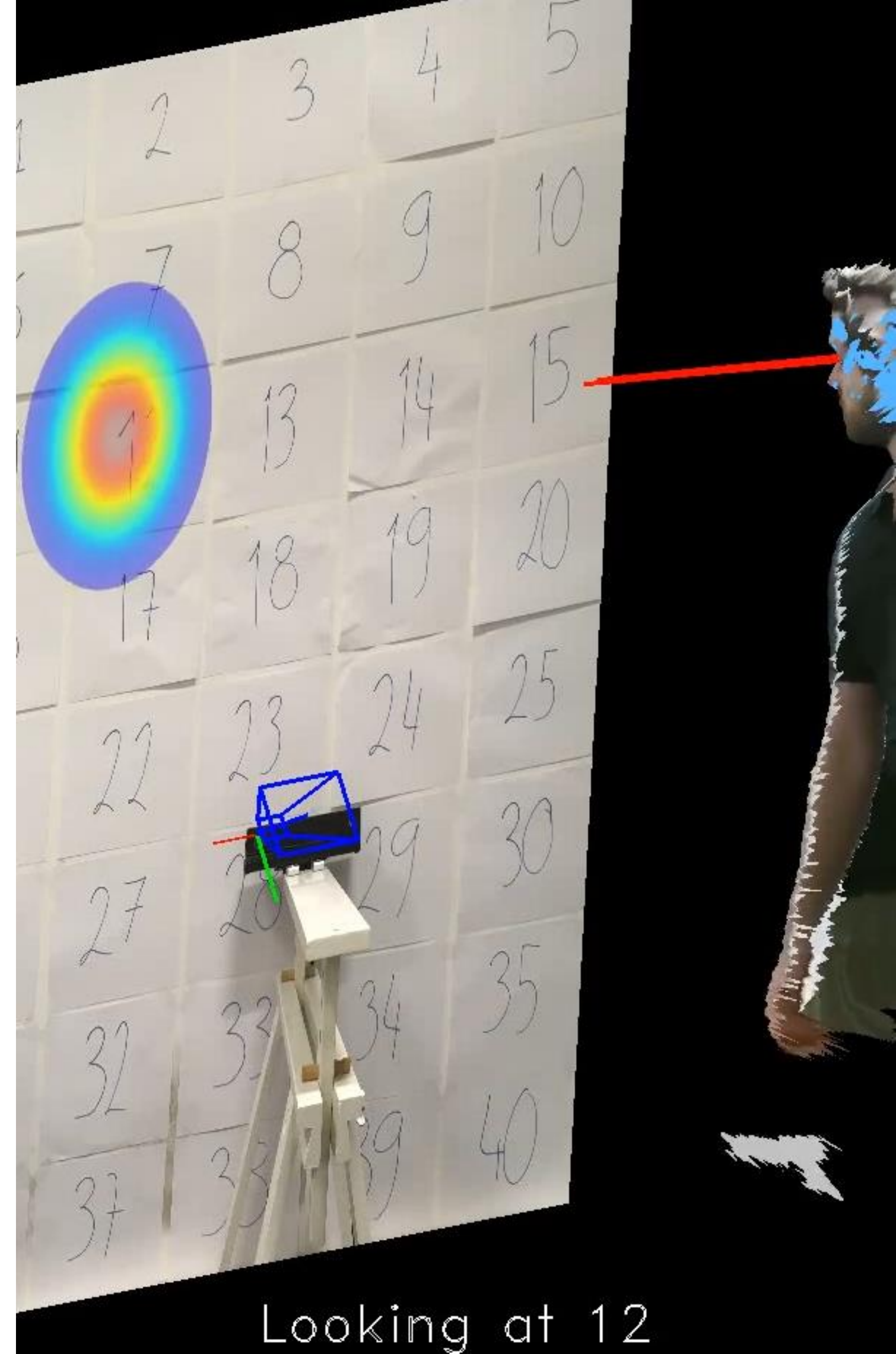
GazeSense™ makes it easy
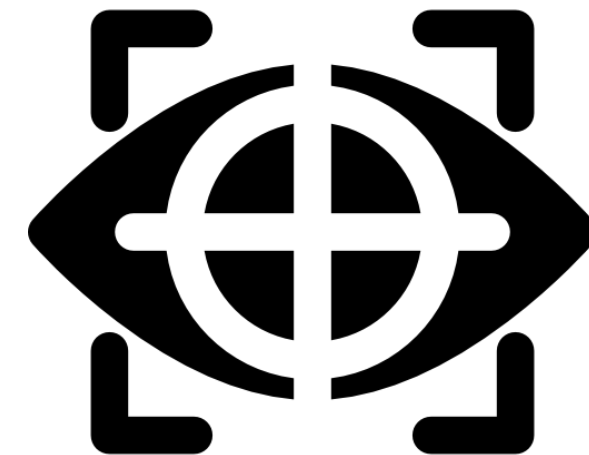

No Glasses

3D Gaze

Real-time API

Watch this **demo video** to see the GazeSense™ software identifying attention towards selected product groups.

eyeware

Anonymous

Track thousands of people passing in front of shelves, with anonymized data that is GDPR-compliant.

Accurate

Accurately identify what product groups shoppers are looking at*. No calibration required.
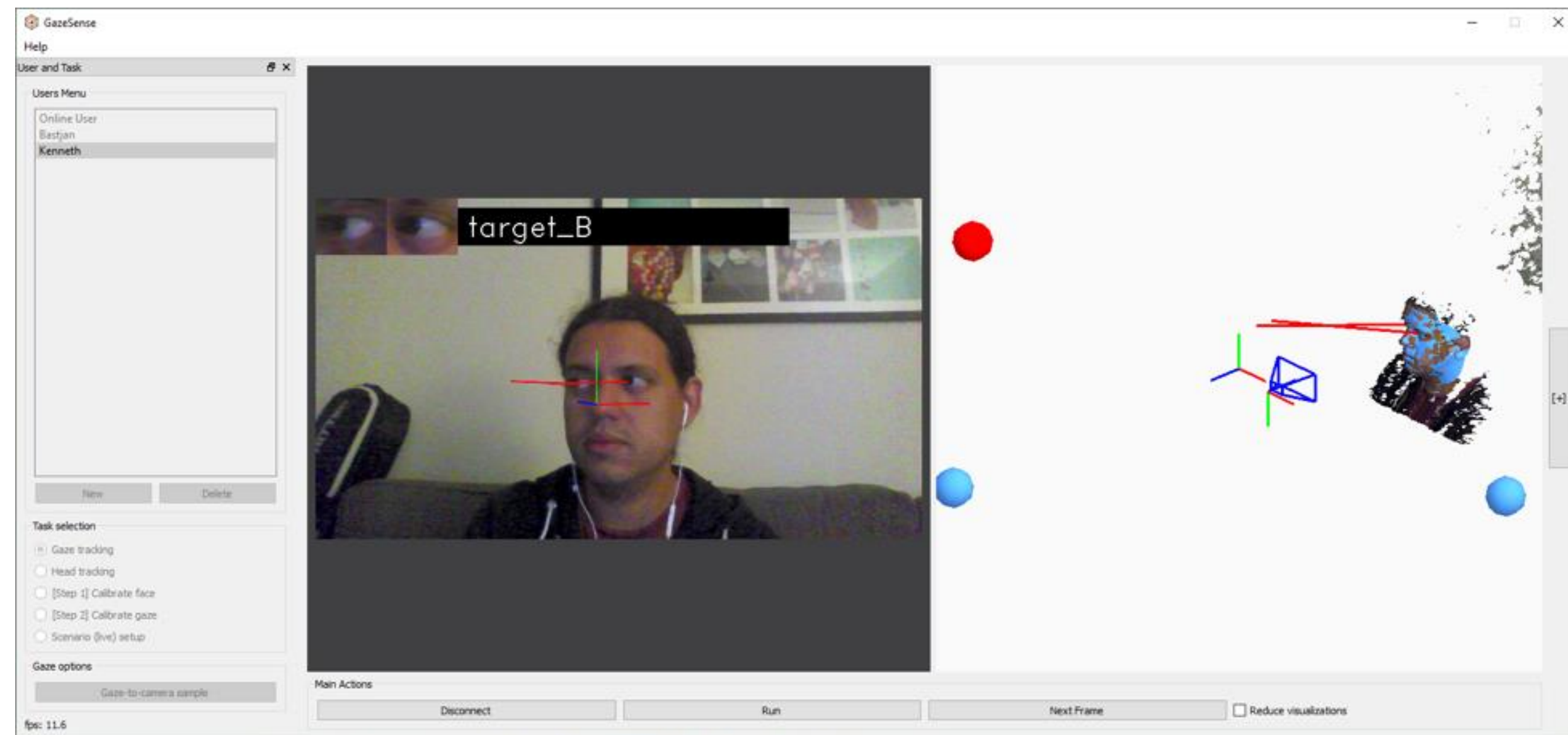
Realistic

Get data in the physical store from real shoppers as they make on-the-spot purchase decisions.

Eye tracking ranges from 0.3 to 1.3 meters. Watch the demo video.

GazeSense™

Software for 3D attention tracking that works with low-cost commercial hardware, such as Intel Realsense, Orbbec Astra or Microsoft Kinect.

Simple Setup

1. Position 3D camera

2. Connect camera to computer

3. Map your environment* in GazeSense™

4. Start streaming attention data

Sample hardware

*Map surfaces and 3D objects representing your retail environment in GazeSense™ through the API, label them and track attention towards them in real-time. Our customer support team will gladly assist you, if you need any help in this process.

intelrealsense.com/software-for-intel-realsense

orbbec3d.com/partners

Official Independent Software Vendor

GazeSense™ is a commercial eye tracking software that enables real-time attention tracking towards objects in 3D.

Contact us now for a

Free Trial

contact@eyeware.tech

www.eyeware.tech