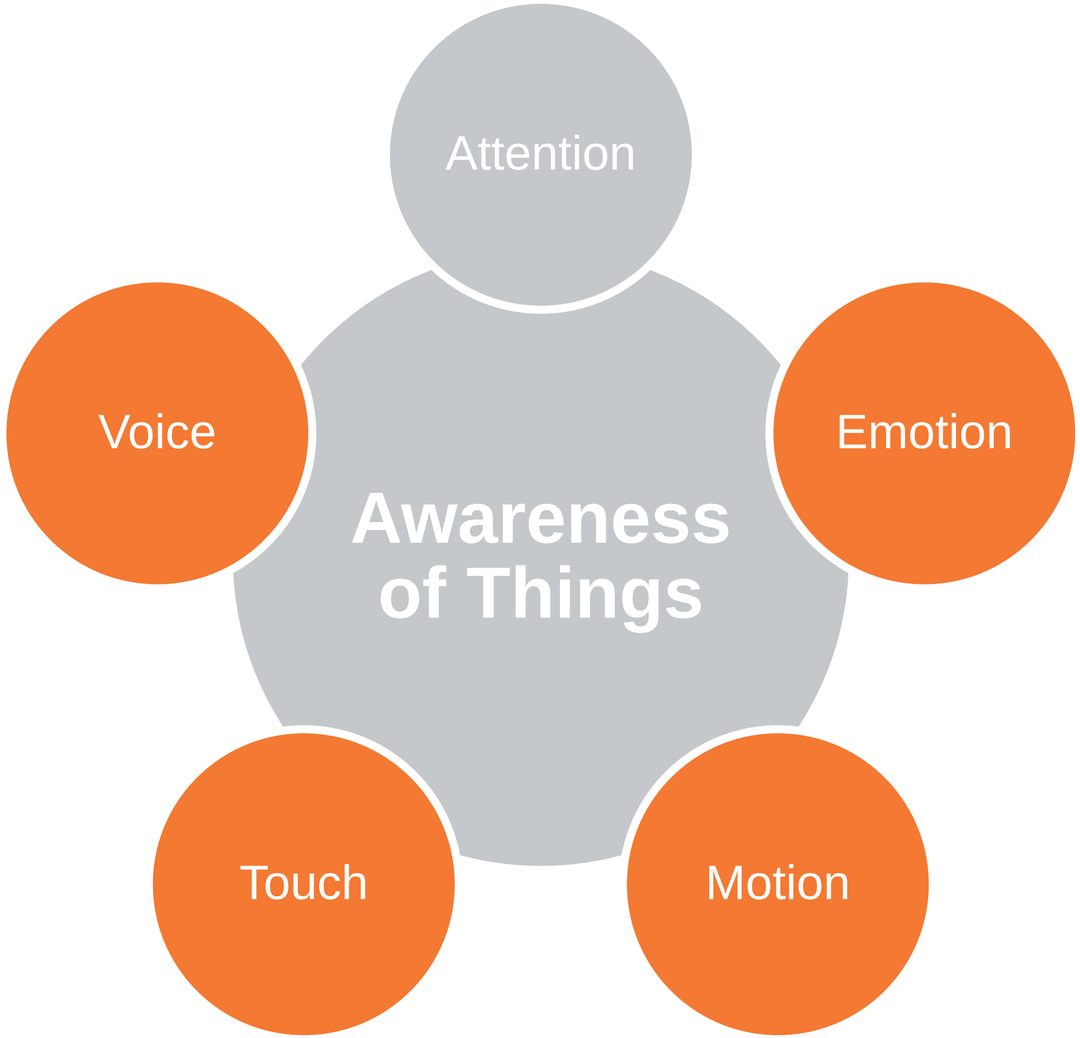
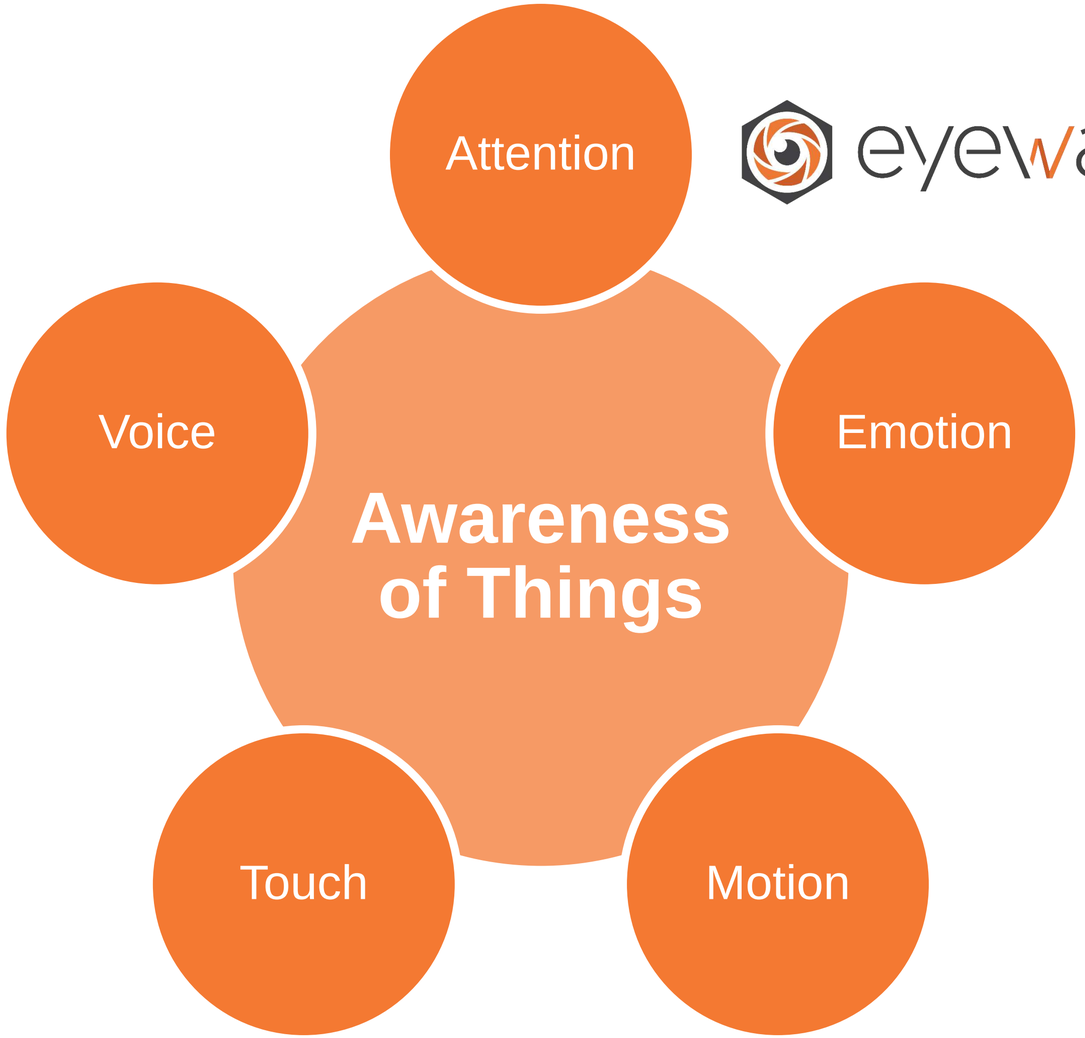

eyeware
Attention AI

Smart machines (cars, robots, computers, phones)

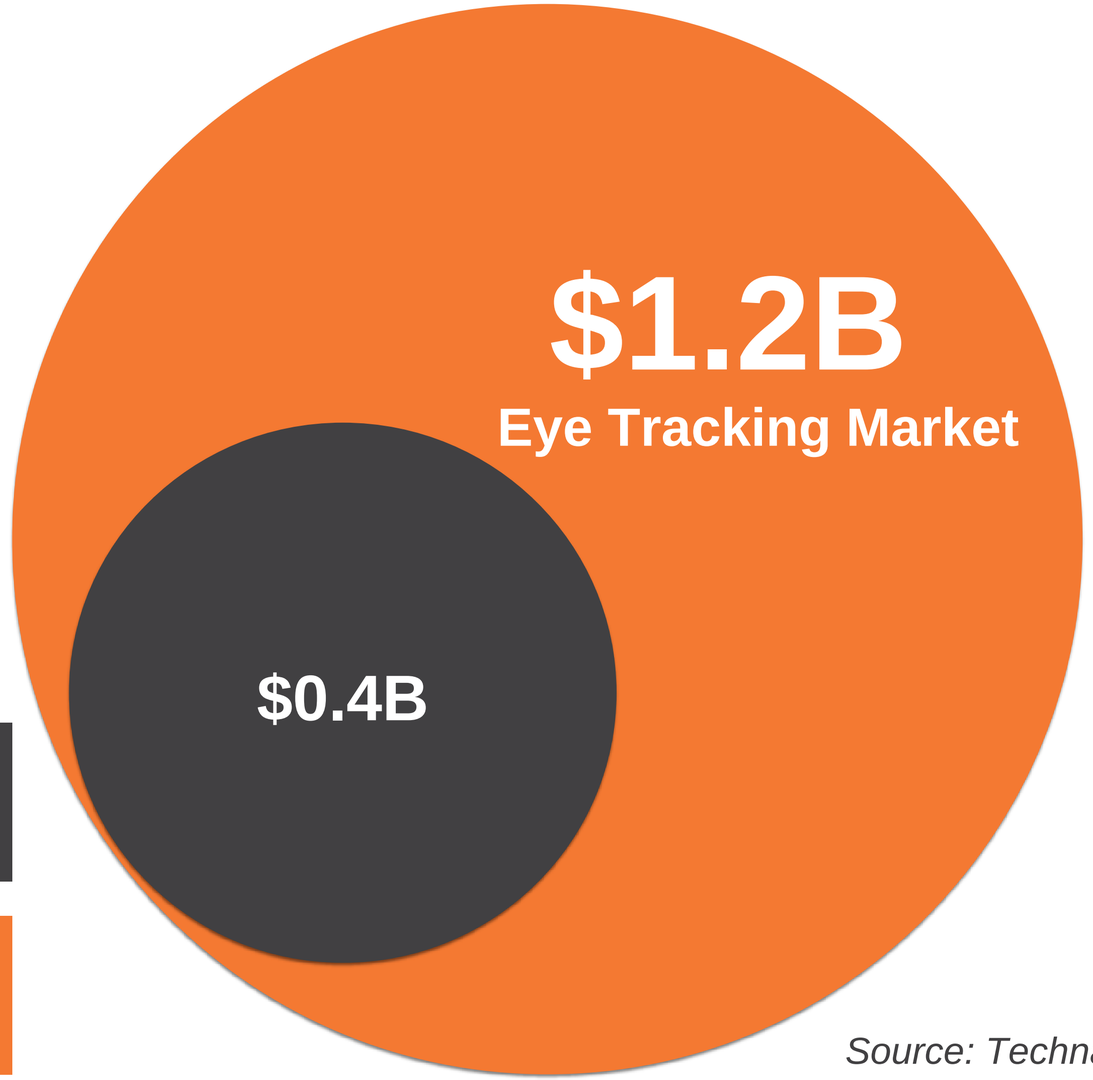
cannot sense our attention and interact naturally with us.


Attention
Voice
Emotion
Awareness of Things
Touch
Motion



eyeware

Eyeware gives machines superhuman abilities to understand the attention and intention of people.



2016

2021

Source: Technavio

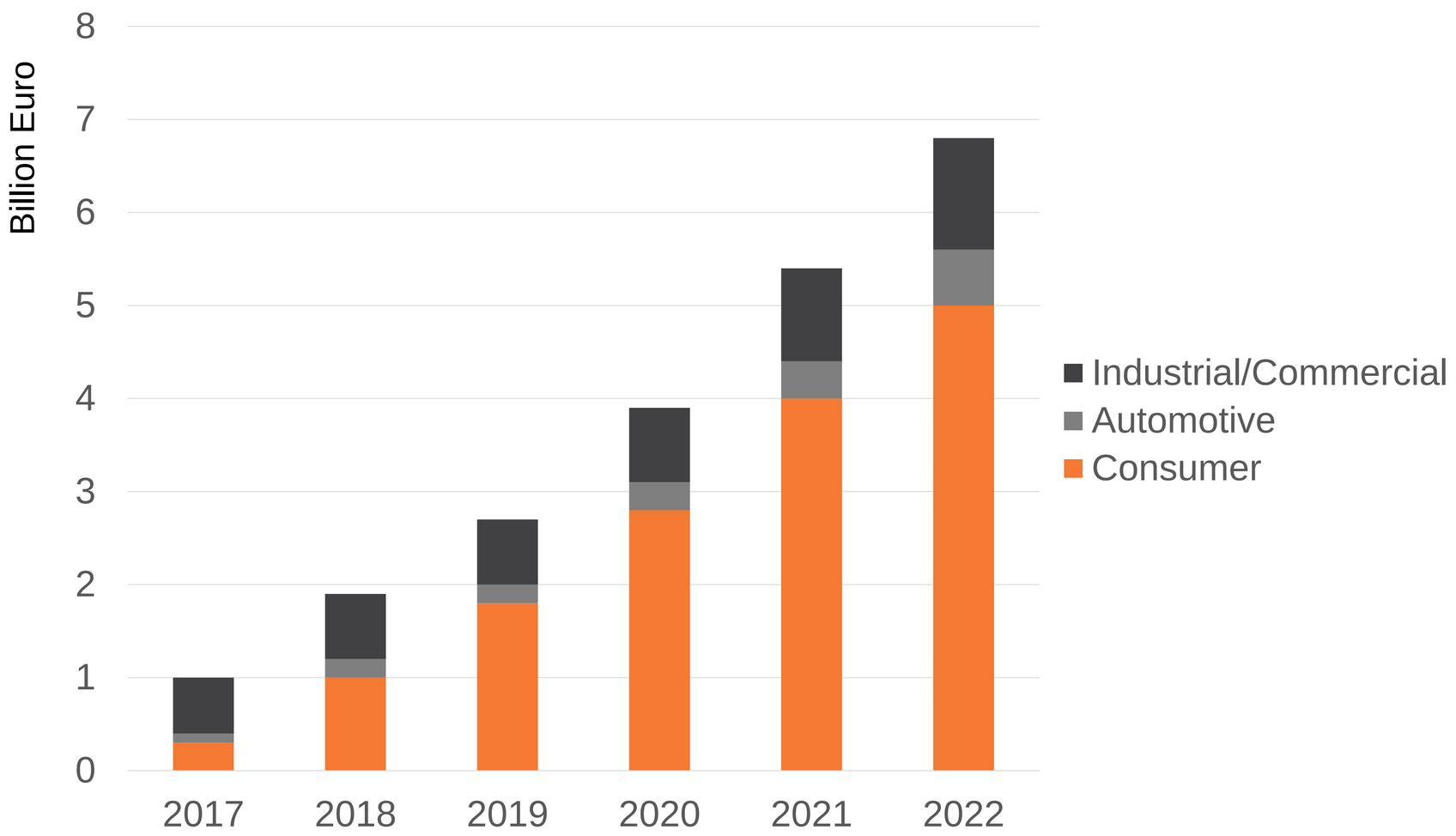
Gaming Laptops — $50M

Virtual Co-Pilot — $100M

PC & Mobile — $200M

Eye tracking technologies are entering consumer markets

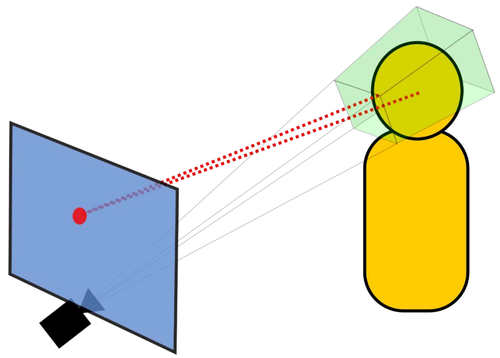
3D Sensing Market



**Source: AMS (7x sales growth in 5 years)*

3D eye tracking is enabled by rapid 3D sensor adoption

	Standard Eye Tracking
1 Wide Range	✗
2 No Calibration	✗
3 3D Line of Sight	✗
4 Multi-person	✗
5 Software only*	✗



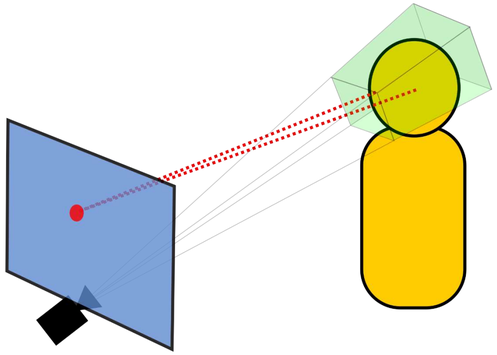
*if 3D camera is already integrated (e.g. iPhone X) or acquired separately

Current eye tracking systems are too restrictive

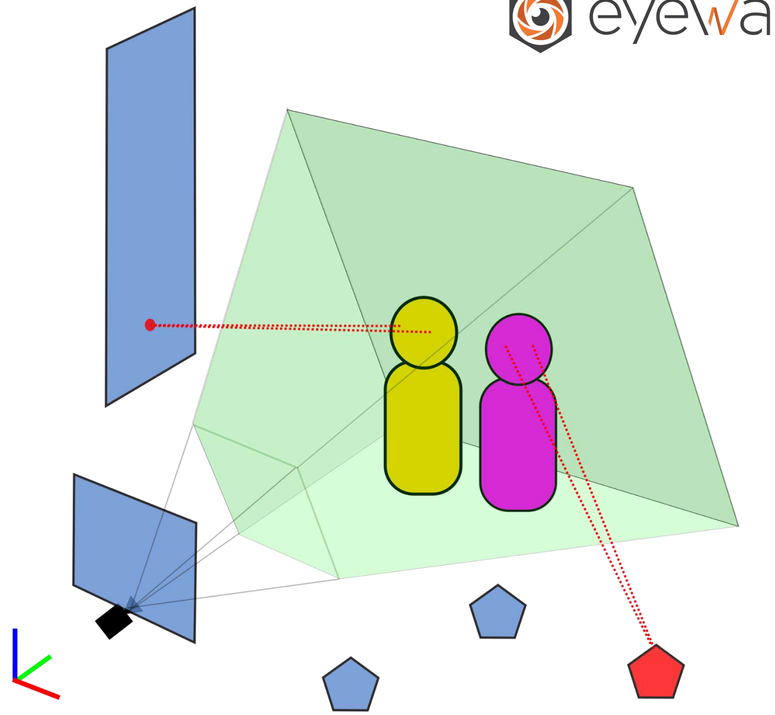
	Standard Eye Tracking (with infrared sensors)	3D Eye Tracking (with 3D sensors)
1 Wide Range	✗	✓
2 No Calibration	✗	✓
3 3D Line of Sight	✗	✓
4 Multi-person	✗	✓
5 Software only*	✗	✓

tobii

smart eye



eyeware



**if 3D camera is already integrated (e.g. iPhone X) or acquired separately*

Patent-pending 3D eye tracking technology

Development Kits

Orbbec, Intel RealSense, PMD, Asus Xtion

Gaming Peripherals

Microsoft Kinect, Razer Stargazer

Laptops

Lenovo Thinkpad Yoga 15

Smartphones

iPhone X, Xiaomi Mi8, Oppo Find X

Agnostic to depth sensor technology

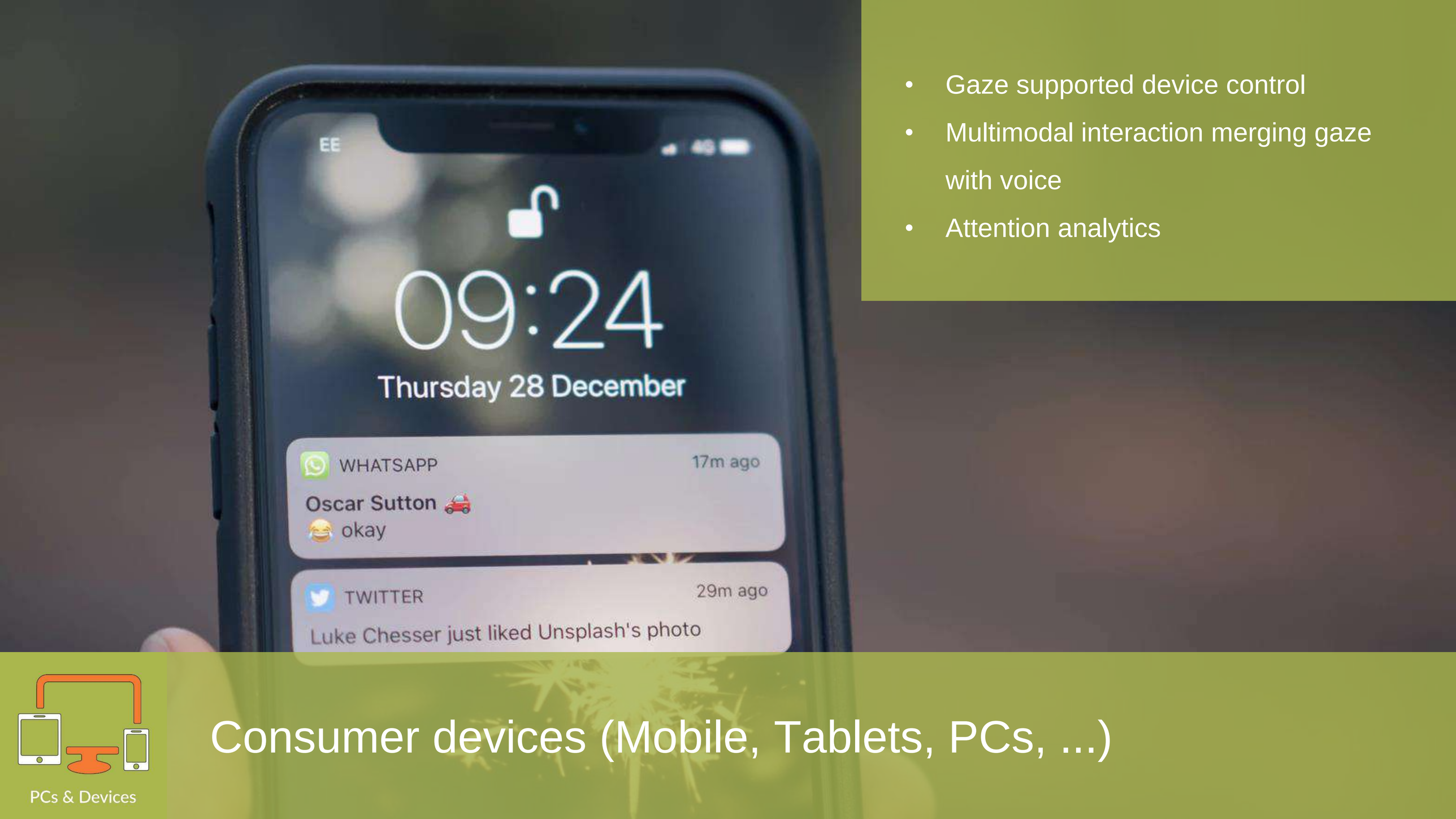
(works with stereoscopic, structured light and ToF cameras, as well as custom 3D sensors)

USE CASE EXAMPLES

- Talk naturally to avatars
- Target focus for shooter games
- Interactive information display
- Immersion with environment

Gaming

Gaming Desktop PC‘s and Laptops



- Gaze supported device control
- Multimodal interaction merging gaze with voice
- Attention analytics

PCs & Devices

Consumer devices (Mobile, Tablets, PCs, ...)

- Accurate, 3D gaze based driver attention monitoring
- Gaze supported interaction with virtual co-pilot and augmented reality HUDs

Automotive

Automotive

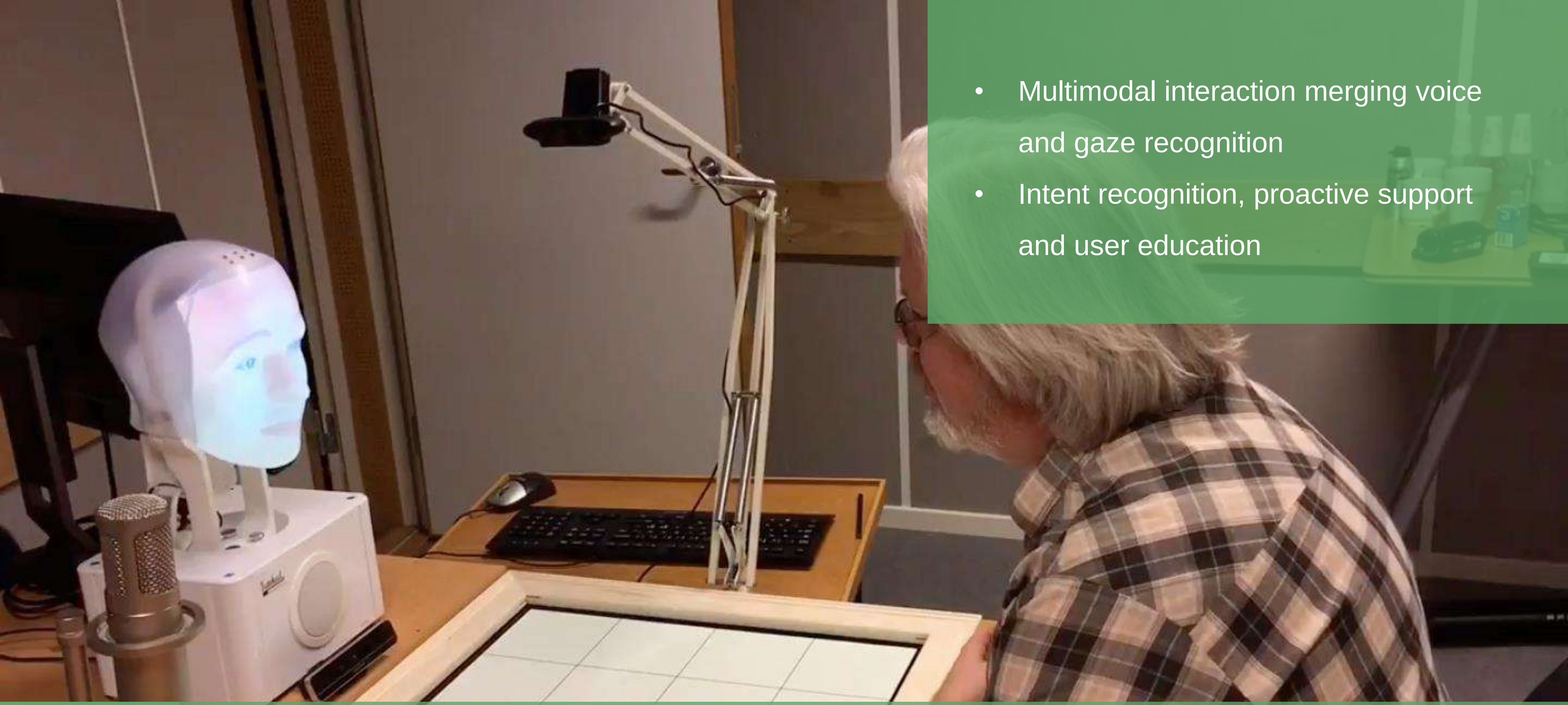
Demo Video: goo.gl/qqd1Sq

- Workflow education for new user
- Proactive robot positioning
- Touchless control of interactive screen

Robotics

Service Robots & Cobots

Demo Video: goo.gl/4z8onR



- Multimodal interaction merging voice and gaze recognition
- Intent recognition, proactive support and user education

Research

Behavior Research

Demo Video: goo.gl/oq2Hoc

- Accurate attention analytics dashboard
- No user calibration or headsets
- Attention heatmaps

Advertising

Marketing Research

Demo Video: goo.gl/GPdhtw