

Vad händer inom **optiken** i Stockholm?

Torsdagen den 19 december 17.30 – 20.00

Studiebesök hos Tobii AB



Karlsrovägen 2D, 182 53 Danderyd, <http://goo.gl/maps/CFQ2N>

“Introduktion av företaget Tobii” *Mårten Skogö, Chief Science Officer and founder*

Tobii is the world leader in eye tracking and gaze interaction. Our technology makes it possible for computers to know exactly where users are looking. It is revolutionizing computer interaction and is also widely used in various research fields. In this presentation you will hear the story of how Tobii was founded, where we are now and what we are trying to achieve moving forward.

“Grunderna för eye-trackers ” *Anders Kingbäck, Senior Developer*

This introduction to Eye tracking technology will start off with an overview of the most common techniques for measuring eye gaze used today, before zooming in on image based remote eye tracking using the pupil/corneal reflection method. Basic concepts such as bright and dark pupil tracking and foveal offset calibration will be covered in an easy to understand matter. The final part of the presentation will focus on the Tobii range of eye tracking systems, explaining the design philosophy and giving an understanding of the features and performance of the various models. Of course there will also be room for questions.

“Produkt-Demo”

Efter presentationerna kommer vi att ha ”Speed dating” då man kan prova på våra olika produkter och se vilka man tycker bäst om. Var och en skall kunna prova på eye-tracking. Vi kommer att servera mat och dryck, så man kan äta under tiden man väntar på sin tur.

With car:

- Take road E18, direction Norrtälje. Take exit road “Enebyberg-Sollentuna” (first exit after Mörby Centrum).
- Turn right in the roundabout, direction “Danderyds kyrka”, and follow the road until you reach a blue glass building.
- You will find Tobii Technology on the 7th floor.

Underground:

- Underground to Mörby Centrum. Turn right at the entrance and then right again at the corner of the building. Follow the road through the tunnel.
- On the other side of the roundabout you will see a path. Follow the path for a few minutes, our building is on the left side.
- The entrance is on the other side of the building, Tobii is on the 7th floor.

OPTOPUB 18.30 –20.00

Viktigt: Föranmälan på www.doodle.com/mbetmfby97cedsf5

Senast Måndag 16:e december före kl.15:00 !!!

Välkomna!

Mårten Skogö, Peter Blixt, Mattias Kuldkepp, Anders Kingbäck, Cecilia Eriksson

Optopubarna samarrangeras av