

HD Eye Tracking

The new EyeTech Mega Tracker is a flexible eye tracking system which can mount seamlessly onto most HD television monitors up to 42" in size. It comes with two innovative human-computer interactions: an eye control mouse that can be used for games and screen navigation and a gaze tracker to capture eye gaze data to reveal areas of interest. Now researchers, museums and other public display areas can use eye tracking on large displays.

Eye Tracking for Research

The Mega Tracker comes with a 40" HD television screen and is designed to measure visual activity on the screen allowing researchers to analyze the effectiveness of a marketing campaign before it is released to the general public. Areas of Research include:

- **Billboard**
- **Magazine**
- **Print & TV Advertising**
- **Shelf Tests**
- **Software Usability**

The Mega Tracker eye tracking display consists of two infrared light sensors that mount to the side of the monitor and a high res camera mounted at the bottom. Both are encased in durable machined aluminum housings. The eye tracking components are integrated in such a way that participants are not able to recognize what is tracking their gaze. This is particularly useful to prevent distraction while conducting a research study. With standard eye tracking systems the user must sit no farther than two feet away from the monitor. Using the Mega Tracker, participants can sit or stand approximately five feet away from the monitor.

Eye Control Mouse for Screen Navigation

The Mega Tracker eye control mouse interface is designed for Museums or public display as an interactive kiosk and comes with four eye tracking software activities. The software is called Quick Exhibit and includes:

- **Eye Type** – viewers can simulate sending emails and text messages with their eyes
- **Eye Game Control** - flight simulation or first person shooter games controlled by players' eyes
- **Eye Remote Control** - change television channels with only a gaze or blink of the eyes
- **Eye Capture** – capture gaze data over a series of images or still text and play back the areas of interest

Auto Pilot Eye Tracking / Custom Eye Tracking Systems

EyeTech developed a time saving software tool called Auto Pilot to save time specifically for the museum market. The key advantage is that the device calibrates to the participants without any mouse clicks or moderator intervention. Once the user is seated the system automatically finds the user's eyes and begins a short five point calibration. Specific software applications can then be launched to automate and save time.

The Mega Tracker brings human-computer interaction and research to another level by empowering researchers and museums to integrate eye tracking onto large displays

“The new Mega Tracker system is the first eye tracker specifically designed for operation with large displays at long distances. It can be used as a public display in a museum or other setting with fully automated adaptation to each new user. Both gaze capture and gaze control are available enabling a wide range of applications.” – Robert Chappell, CEO

Upcoming Conferences

The Mega Tracker can be tested at the following conferences:

- HCI Conference in San Diego, July 22-24 (research)
- ASTC in Forth Worth, Oct 31 (public display)
- IAAPA in Las Vegas, Nov 17-20 (public display)
- ICIS in Phoenix, December 15-18 (research)
- CES in Las Vegas, January 7-10, 2010 (oem)
- Digital Signage in Las Vegas, Feb 24-25, 2010 (public display)

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About EyeTech:

EyeTech Digital Systems designs and develops eye tracking technology hardware and software. Since 1996, EyeTech has been expanding the eye tracking market, designing cost-effective and flexible systems. We provide both off-the-shelf eye tracking systems and a host of customized solutions. Our experienced sales and engineering team will provide you with cutting-edge eye tracking technology that will meet your needs.

EyeTech products found in:

- [Assistive Technology](#)
- [Research](#)
- [Public Display](#)
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