tobii pro/lab

Versatile eye tracking software platform

Envision human behavior

Tobii Pro Lab

Tobii Pro Lab is our latest software platform designed for extensive research into human behavior using our screen-based and wearable eye trackers. Pro Lab gives you the capability to combine eye tracking with other physiological data streams.
From psychology experiments to in-store shopper research, Pro Lab enables you to expand the scope and richness of your insights, while making it easier than ever to design, execute, and analyze your work.

Workflow efficiency
Pro Lab adds efficiency in every step of your study workflow with intelligent design and intuitive software features. You can easily create complex experiments, collect eye tracking data, observe and analyze individual recordings, and aggregate data for quantitative analysis and visualization - all in one tool.

Data you can trust
Built on an ingenious, state-of-the-art platform, Pro Lab ensures precise and consistent timing accuracy – down to the millisecond. It offers full transparency with tools for controlling your collected data, so you can rely on your analysis and findings with confidence.

Powerful insights
Pro Lab manages large volumes of data with an automated process for meaningful interpretation and powerful presentation of your results. With just a few clicks, you can calculate statistics and create compelling visualizations, obtaining a top-down overview of your data and uncovering unique deep insights.

Combining biometric data
Pro Lab makes it possible to combine eye tracking with other biometric data streams like EEG, GSR, or ECG without the need for deep technical knowledge. It enables a wide variety of biometric research scenarios and paradigms for a more well-rounded view of human behavior, which opens up the possibility for new research questions.

Support for multiple studies
Use the software in a wide range of paradigms and study types to analyze data from participants that are moving in the real world, as well as for more stationary experimental designs that involve presenting stimuli on a screen or with physical objects.

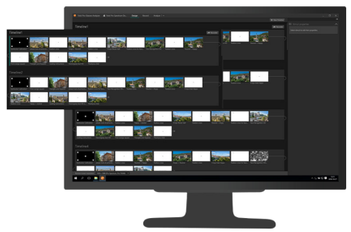
- Import and analyze Tobii Pro Glasses 2 recordings
- Screen-based experiment design, recording, and analysis with the possibility to integrate other biometric sensors
- Scene camera recordings and analysis with the possibility to integrate other biometric sensors

Simple data synchronization
Easily synchronize stimuli presentation and eye tracking data recordings with other biometric data streams without the need for configuration or extensive technical knowledge.

- TTL signals, sent from the software through a parallel port on stimulus onset, are turned on with a click of the mouse
- Precise and consistent millisecond-timing of stimulus onset and duration
- Presentation of images on the screen for as short as 50 milliseconds
- Use sent events for efficient synchronization

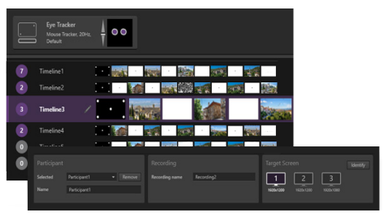
Flexible experiment design
Easily design randomized and counter-balanced experiments with up to hundreds of stimuli for a variety of screen-based research paradigms and scenarios.

- Images and video stimuli
- Multiple trials
- Efficient drag-and-drop interface with in-line editing
- Change settings for multiple trials with a click



Transparent recording workflow
Present stimuli and record eye tracking data while monitoring the progress with user-friendly moderator and control tools.

- Intuitive setup of your sensors
- Flexible calibration before and during recordings, with numeric results
- Dedicated infant calibration tool
- Live status of recording devices and sensors
- Viewing of participants' live gaze

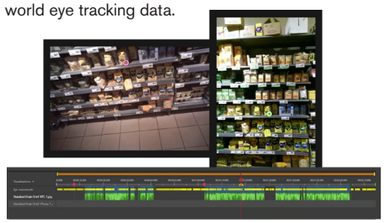


Gaze Replay and event coding
Replay recordings with participants' gaze superimposed. Use events to annotate segments of specific interest and to code user behavior for filtering out relevant data sets. Plot gaze data and adjust gaze filters with full transparency.

- Gaze replay and video export
- Event coding and event export
- Gaze charts plotting gaze data screen coordinates and gaze velocity
- Adjustable gaze filters for eye movement classifications

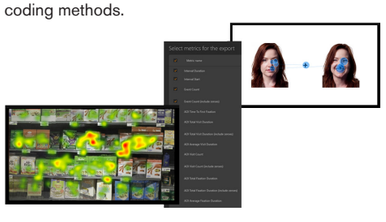
Automated Real-World Mapping
Automatically aggregate and map data recorded with Tobii Pro Glasses 2 onto snapshots. Once the mapping is applied, you can immediately start extracting statistics or begin visualizing the data, which dramatically reduces the time needed to analyze real-world eye tracking data.

- Confidence graph indicates the algorithm's ability to map gaze points accurately
- Option to override or complement automatically-mapped points using manual coding



Powerful analytics and visualizations
Calculate areas of interest (AOIs) or event metrics and visualize your data for quantitative analysis and interpretation. You can optimize your workflow by filtering out and focusing only on relevant data sets in order to answer research questions using behavioral-coding methods.

- Heatmap and gaze plot visualizations
- Metrics based on static and dynamic AOIs
- Task-based event metrics
- Export of raw data and metrics with advanced filtering options to only export relevant data sets



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Tobii Pro provides eye tracking research solutions and services designed to deepen understanding of human behavior. Headquartered in Sweden, with local teams active on six continents, we help business and science professionals to further their research.

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