



Orbbec and Eyeware partner to enable 3D eye tracking with consumer cameras

Orbbec, the worldwide developer and supplier of 3D cameras and motion sensing technology, and Eyeware, the Swiss-based eye tracking technology company on a mission to bring attention sensing solutions to multiple industries, partner up to enable industries like retail, simulators and academic research with eye tracking for consumer depth sensing cameras.

By combining Orbbec's line of advanced 3D cameras and Eyeware's robust eye tracking technology, the partnership's core mission is to pioneer eye tracking software coupled with powerful hardware.

Shopper insights will be simplified and made more affordable using consumer grade sensors and eye tracking data. The Astra Embedded S is an optimal choice for use on the shelf or in kiosk setups that require compactness. The retail industry can now collect continuous GDPR-compliant, anonymous data from thousands of people, without the need for calibration and eliminate the necessity of any head mounted gear. Gaze paths, time to purchase and number of views for a specific AOI (area of interest) are some of the insights gained.

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"Eyeware provides a premium technological eye tracking know-how to allow for more use-cases and solutions of understanding people and machines. Specific industries like retail, academic research and training simulators, are now accessible for eye tracking insights to everyone, everywhere through consumer 3D cameras." said Agnes Zheng, Director of Sales, Orbbec.

The use of affordable hardware is enabling eye tracking for training simulators that have been restricted by expensive eye-tracking solutions so far. Training sessions are enhanced through eye tracking data for visual checks, shortening the length of training

by offering feedback for critical trainee events, correct prioritisation by assigning data for looking at the right objects, at the right time and in the right order.

Academic research is empowered to progress in human-machine interaction, clinical research or human behaviour research. With no headgear or glasses and using low-profile Orbbec sensors, gaze-paths, time of fixation and how observers respond to a change are now measured in real time or for later analysis.

“Use cases that previously haven’t been economically viable, are now unlocked using cost-effective, commercial depth sensors to track the human gaze in the open space. We’ve partnered with Orbbec at CES 2020 to demonstrate 3D eye tracking with the Orbbec Astra Embedded S and we are happy to continue our journey together to empower new industries with eye tracking capabilities, enabling machines to see the world in 3D and allow more natural interactions.”, shared Bastjan Prenaj, CBDO and co-founder at Eyeware.