



RightEye Partners with Tobii on New Eye-Tracking System for Vision Tests

WASHINGTON, Nov. 29, 2017 — [RightEye LLC](#), a leading health innovator that uses eye-tracking technology to revolutionize patient care and vision performance, announced today it has signed an agreement with [Tobii](#), the world leader in eye-tracking technology. Through the collaboration, the companies will co-develop new hardware solutions to complement RightEye vision tests and training games for customers in vision, health care and sports markets.

“We’re excited to be partnering with Tobii to advance our product and offer customers a more portable, integrated eye-tracking system to further enhance their users’ experience with RightEye tests and training games,” said [Adam Gross, RightEye CEO and co-founder](#). “RightEye is transforming health and vision care by giving doctors and coaches a better way to see how our eyes and brain are working together. This solution is unique because it offers a single platform that delivers a broad range of assessments using eye tracking, from screening for concussion and other brain health issues to identification of athletes’ vision strengths and weaknesses to detection of early indicators for autism and Parkinson’s disease, even flagging vision issues that may be impeding reading. As we keep developing and adding new tests and training games, this list will continue to grow.”

The new RightEye system will deliver the company’s revolutionary vision tests and training games, which are designed as highly interactive computer games that engage users, who use their eyes to shoot down asteroids, save the planet from aliens and blast bubbles off the screen. The eye-movement data obtained through the games is analyzed instantly by RightEye’s proprietary cloud-based software, which generates a report following the test or training activity. RightEye reports include details such as visual speed and accuracy, visual processing, depth perception, and dry-eye indicators.

“At Tobii, a core part of our mission has always been to allow our customers to use eye tracking to improve the lives of people around the world. For more than a decade, we have served academic researchers with tools contributing to pioneering breakthroughs, and we have helped users of all ages communicate through our own eye-control solutions,” said Henrik Eskilsson, CEO of Tobii. “As a technology supplier, we also collaborate with companies in a broad range of specialized markets such as medical and diagnostics. We are very excited about the opportunity to expand the use of eye tracking into vision care and sports through the collaboration with RightEye.”

RightEye, which is based in Bethesda, Maryland, currently supports more than 100 independent optometrists across the country, as well as customers in hospitals, the U.S. military and professional sports organizations.

RightEye will be unveiling its new solution at CES Unveiled Las Vegas on Sunday, Jan. 7, 2018, at the Shorelines Exhibit Hall at Mandalay Bay in Las Vegas, and exhibiting [Jan. 9-12](#) at CES 2018 in booth [#43037 in the Health & Wellness Marketplace in Sands Halls A-D](#).



About RightEye

[RightEye LLC](#) is a health technology company using eye tracking and gaming to revolutionize health care and vision performance through an innovative, new kind of vision test. RightEye helps health care providers assess concussions, eyesight, brain and reading disorders, and performance issues in patients by following a science-based, metric-driven methodology. Using a cloud-based platform, RightEye generates reports within minutes to give doctors an objective, measurable way to view the quality of a patient's vision and track the success of remedies such as vision therapy. RightEye customers include nationally recognized optometrists, hospitals, rehabilitation facilities, emergency rooms, professional sports teams and the U.S. military. For more information, visit www.RightEye.com and follow us on [Facebook](#), [Twitter](#) and [LinkedIn](#).

Media Contacts:

Kristina Messner
Focused Image (for RightEye)
703-678-6023
kmessner@focusedimage.com