



PRESS RELEASE

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Tobii launches Webcam eye tracking for research

A new, software-based solution and an extension to the Tobii Pro Lab workflow that converts any webcam into a research-graded eye tracker, making scientific studies more accessible by reducing requirements for specialized hardware.

Tobii, the global leader in eye tracking and pioneer of attention computing, today announces the launch of Webcam eye tracking for research – a new solution that makes eye tracking studies more accessible and can help researchers reach broader and more diverse participant groups by turning any webcam into a powerful eye tracker.

Expanded participant reach and real-world environments

Thanks to its software-based approach, researchers can use the Webcam eye tracking for research-solution to launch studies online and collect gaze data from the participants' own computers, helping them expand participant reach and reduce fielding efforts. The solution also makes it easier to capture screen-based behavior in the participant's real-world environments.

“Webcam eye tracking for research broadens our product portfolio towards the scientific community by offering them a simple way to conduct remote studies in research fields where our high performing hardware-based eye trackers are not necessary for sufficient data quality. All while preserving the core principles of eye tracking research: structured study design, controlled data collection, and systematic analysis”, says Gunnar Troili, senior vice president, Products and Solutions, Tobii. “It’s more than just a tool - it is an extension of the Tobii Pro Lab ecosystem, designed to help researchers bring eye tracking into new contexts using familiar methods and workflows.”

Validated by researchers

Built on the **Tobii Nexus** technology, the Webcam eye tracking for research-solution has been validated by researchers at Uppsala University in Sweden, who found that its performance is suitable for many adult paradigms that use Areas of interest (AOI)-based attention measures, such as preferential-looking tasks.

“We were surprised by how well Tobii Nexus performed right out of the box. This technology marks an important step forward for eye tracking research”, said Kim Astor, Postdoctoral position, Department of Psychology, at Uppsala University.



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At launch, Webcam eye tracking for research will be available as a distributed online research tool for remote studies. A local research version for controlled studies on-site is planned for release later in 2026.

Read more about Webcam eye tracking for research [here](#).

For more information, please contact:

Rasmus Löwenmo Buckhøj, Head of Communications, Tobii AB,

Tel: +46 (0)73 327 87 64

Email: rasmus.lowenmobuckhoj@tobii.com

About Tobii

Tobii is the global leader in eye tracking and pioneer of attention computing. We are on a mission to improve the world with technology that understands human attention and intent. Creating tech for a better future, our technologies and solutions apply to areas such as behavioral studies and research, healthcare, education and training, gaming, extended reality, automotive, and many more. Tobii's eye tracking is used by thousands of enterprises, universities, and research institutes around the globe. Headquartered in Sweden, Tobii is listed on Nasdaq Stockholm (TOBII). For more information:

www.tobii.com.