



PRESS RELEASE

08 September 2025 11:30:00 CEST

Tobii Nexus enables webcam eye tracking for Lexplore's online reading assessment

Lexplore's new web-based assessment service is enabled through Tobii Nexus, a software-based eye tracking solution from Tobii that uses AI-powered software to turn webcam images into real-time eye tracking data with minimal computing requirements.

Today, on International Literacy Day, Swedish EdTech company Lexplore unveiled its new online reading assessment that makes systematic reading development based on AI and eye tracking accessible to every school and every student - directly through a web browser.

By analyzing how students process text in real time, Lexplore's online reading assessment not only identifies difficulties, but also captures natural reading progress across the school year. This unique approach allows schools to act early, track growth, and provide equitable support to every learner. The new online solution eliminates the need for hardware, ensuring that reliable and objective reading assessments can reach classrooms worldwide.

Online assessment enabled by Tobii Nexus – turning any webcam into an accurate eye tracker

The fundamental, webcam-based eye tracking feature in Lexplore's online reading assessment is enabled through Tobii Nexus, a software-based eye tracking solution that can transform images from standard webcams into real-time eye tracking data. Its AI-powered inference engine processes gaze data with high accuracy while keeping computational demands low, making integration into commercial applications simple and efficient.

"Our mission has always been to make the world a better place, one reader at a time. With this launch, we will bring teachers and parents the tools they need to both quickly assess and act where action is needed," says Anna Kraft, CEO of Lexplore. "Tobii's world leading eye tracking technology has played an important role in the success of our services for many years, and Tobii Nexus has been critical for us in our quest to democratize reading development by removing hardware-barriers in our assessment services."



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"We are very happy about this new chapter in our partnership with Lexplore, and it is fantastic to see the unique capabilities of Tobii Nexus being deployed in a solution that truly utilizes and benefits from its hardware-agnostic feature. We're only just starting to see what innovations Tobii Nexus can unlock and enable, and we're excited to continue this journey with our customers," says Emma Bauer, senior vice president, Integrations, at Tobii.

Lexplore's online reading assessment will be available starting September 8, with international rollout across English-speaking markets during autumn 2025.

You can learn more about Tobii Nexus [here](#).

For more information, please contact:

Rasmus Löwenmo Buckhøj, Head of Communications, Tobii AB, phone: +46 (0)73 327 87 64, email: rasmus.lowenmobuckhoj@tobii.com

Anna Kraft, CEO, Lexplore AB,
email: press@lexplore.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.

About Lexplore

Lexplore is an EdTech company founded in Sweden, offering AI-driven solutions for systematic reading development. With a unique combination of eye-tracking, artificial intelligence, and pedagogical expertise, Lexplore enables schools to identify reading challenges early, track progress, and support all students in becoming confident readers. Lexplore is trusted by school groups and municipalities across Europe. www.lexplore.com