



PRESS RELEASE

15 January 2025 09:30:00 CET

Tobii secures design win for Play For Dream's new mixed reality headset

Tobii, the global leader in eye tracking and attention computing, has been selected as the exclusive eye tracking provider for Play For Dream's mixed reality (MR) headset, promoted as the world's first Android-based spatial computer.

Founded in 2020, **Play For Dream** Technology has gotten widespread recognition for its innovative MR headset, which merges virtual and real-world environments. The device enables seamless integration of MR, VR, and ultra-HD 3D cameras, making it a versatile tool for enterprise applications, including training, medical research, and skills assessment.

"Our XR5 eye tracking technology enhances the Play For Dream headset by optimizing display and computing performance through dynamic foveated rendering," said Emma Bauer, SVP of Integrations at Tobii. "As the only eye tracking provider capable of delivering this at a consumer scale, we are redefining spatial computing and setting a new standard for innovation in mixed reality."

Tobii and Play For Dream are closely collaborating to deliver significant advancements in user comfort, visual quality, and interaction capabilities. The MR headset also supports **Tobii Ocumen**, an advanced toolkit that enables developers to create and deploy VR applications efficiently.

The Play For Dream MR headset is expected to be available for purchase in the United States and China by March 2025. The entry date for the European market remains to be determined.

Luke Zong, Play For Dream's CEO, expressed enthusiasm for the collaboration: "Tobii's cutting-edge eye tracking technology allows us to deliver unparalleled precision to our users while creating smarter, more efficient tools that open new opportunities in education, healthcare, and research."

To learn more about Tobii's extended reality integrations offering, please visit: <https://www.tobii.com/products/integration/xr-headsets/tobii-xr-integration-platforms>



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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.