eyeguide

Effective · Affordable · Accessible

EyeGuide™ is a complete, cost-effective, highly functional eye tracking system. The system is comprised of lightweight, wireless headgear and software. The software captures and analyzes recorded data. The EyeGuide™ bundle is available starting at $1,495 US for commercial and Industry and $1,179 US for educational/non-profit customers. Quantity discounts are available.

Features

- Windows and Mac OS® compatible
- Lightweight, wireless headgear runs on standard AAA batteries
- Accommodates users with glasses or contacts
- LED mobility attachment (en)ables testing under any light conditions, including outdoors (patent pending)
- Headgear camera quickly switches to user's right or left eye
- Calibration is quick, easy, and precise
- Scalable to test many users and diverse tasks
- Testing software provides task instructions on screen to maintain user focus
- Select only the recordings you want to analyze
- Playback flexibility allows you to select the task you wish to view
- Data visualizations include gaze plots, bee swarm, heat map, and clustering
- Measures recording time, task time, and time-to-first-fixation
- Exports data to .webm, .csv, .html, and .png formats
- Expert, attentive technical support with turnaround in less than 24 hours
- Free software upgrades for the life of the purchased system

Benefits

- A complete, affordable solution to add eye tracking to your tool set
- Usable for a variety of fields, including: usability, HCI, marketing, advertising, and education
- EyeGuide™ works in the lab and in the field for usability tests, market tests, and user research
- Test multiple users in multiple environments
- Additional headsets enable more test research and increases your overall *n*
- Move quickly from research concept to publication
- Bring eyetracking research into your departments and projects
- **Educators** can purchase multiple units, allowing students to get hands-on experience with the technology—alone or in groups, in a lab or in the field
- **Designers and Developers** can use it early in the work and can engage in valuable iterative design
- **Marketers and Advertising Professionals** can supplement and triangulate findings, try out prototype packaging, slogans, etc.
- **Usability Professionals** can integrate EyeGuide™ with other tools and techniques for gathering and managing data

EyeGuide™ offers you more rigor, expands your tool set and thus offerings to clients without having to spend more than you can afford!

Specifications

System Components	• Lightweight, wireless headset (range of up to 100 m) • Wireless USB receiver • Easy to install Capture™ and Analyze™ software
System Requirements	**Windows** ***Minimum Requirements:*** • Windows XP Service Pack 3 or later (Vista and Windows 7 compatible) • Intel Pentium 4 or comparable processor, 1.8 GHz or better • 512 MB memory • 100 MB free disk space • CD/DVD-ROM drive or Internet connection (for software installation) • 1 free USB 2.0 port ***Recommended:*** • Windows XP Service Pack 3 or later (Vista and Windows 7 compatible) • Dual core or better processor • 1 GB memory • 100 MB free disk space • CD/DVD-ROM drive or Internet connection (for software installation) • 1 free USB 2.0 port **Mac OS®** • Mac OS® X 10.5 or later • Intel processor • 512 MB memory • 100 MB free disk space • CD/DVD-ROM drive or Internet connection (for software installation) • 1 free USB 2.0 port
Customer Support	• US-based technical experts to assist all inquiries • Expert advice from EyeGuide™ users trained in the software • 24 hours or less response time • Community forum to post questions and answers • Customer feedback will be integrated into new software upgrades
Tech Specs	• Data rate: 50 Hz • Bright/dark pupil tracking: Dark pupil • 9 point calibration • Scene camera format & resolution: YUY2 704x576 • Power: 3 AAA batteries

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Mac OS® is a registered trademark of Apple Inc.