

# Grinbath Announces EyeGuide® Mobile Tracker—See What Others See Live, Wherever They Are, Whatever They Are Doing

## EyeGuide Mobile Tracker Features Truly Mobile, Platform-Independent, Real-Time Eye Tracking With 720p HD Video Output

LUBBOCK, Texas—November 14, 2013—Grinbath Inc. has announced the EyeGuide® Mobile Tracker is available for pre-orders. The new EyeGuide® Mobile Tracker, built upon a foundation of innovative technology, ongoing iterative user experience (UX) testing, and critical feedback from usability leaders, brings to market best-of-class and truly mobile eye tracking. It features a powerful, built-in operating system, 6+ hours of continuous recording, a 720p HD scene camera providing a 90 degree horizontal field of view — an industry best, to cover the user’s entire natural field of view, a hot mirror with IR-reflective coating for calibration and tracking vision without obstruction, and a comfortable, sturdy headset design to provide hours of stable and comfortable testing.

“Adding these essential features to the EyeGuide® Mobile Tracker has allowed us to address many of the constraints hindering current eye tracking systems,” said Dr. Brian Still, Grinbath’s chief executive officer and co-founder. “The ability to be truly mobile with real-time, HD video streaming and analysis will fundamentally change the perception of eye tracking. We are leading the way for practical, affordable eye tracking to be made available to users worldwide.”

The EyeGuide® Mobile Tracker was designed for precision and flexibility, providing users with eye tracking technology to use in almost any environment. With the ability to be truly mobile, users can now introduce eye tracking innovations into sports research and live events, medical research and devices, video game testing and gameplay, academic studies, military research and training, and much more.

Not being anchored to a desk also means the technology within the EyeGuide® Mobile Tracker can be introduced to a variety of innovative applications. Using the EyeGuide® Platform (EG), users can take the core EyeGuide® technology stack and integrate it into other products such as football and military helmets, glasses, video game accessories, and medical equipment, to name a few.

“The possibilities for using eye tracking in sports, medicine, gaming, and other areas become endless now that the EyeGuide® technology can fit within existing products, such as helmets and medical devices,” said Dr. Nathan Jahnke, Grinbath’s chief scientist. “We want to give people the opportunity to experience amazing eye tracking technology, and benefit by integrating it with products they are already comfortable using each and every day.”

#### **Pricing & Availability: EyeGuide® Mobile Tracker and EyeGuide® Platform**

EyeGuide® Mobile Tracker is available today for pre-order from Grinbath.

EyeGuide® Mobile Tracker is available from Grinbath for \$9,999 (US).

Education, government, and non-profit customers enjoy a discounted rate of

\$8,999 (US). Any customer interested in eye tracking can use the EyeGuide®

Mobile Tracker with all major operating systems. For a complete list of product

features and specifications, please visit [www.grinbath.com/content/eyeguider\\_mobile\\_tracker\\_hardware\\_technical\\_specifications](http://www.grinbath.com/content/eyeguider_mobile_tracker_hardware_technical_specifications).

Contact Grinbath to learn more about the EyeGuide® Platform (EG), its potential product integrations, and technical specifications.

### **Limited-Time 10% Discount Offer**

From now until January 31, 2014, Grinbath customers can take advantage of an amazing offer for the most innovative eye tracking technology on the market. EyeGuide® Mobile Tracker will be offered for a stunning 10% discount off the retail price (commercial and education/government/non-profit) for customers ordering and paying before January 31, 2014. For customers interested in taking advantage of this offer, please visit [www.grinbath.com/content/eyeguider\\_mobile\\_tracker\\_pricing](http://www.grinbath.com/content/eyeguider_mobile_tracker_pricing).

### **About Grinbath**

Grinbath designs the EyeGuide® Mobile Tracker and EyeGuide® Platform (EG), the most innovative and mobile eye tracking technology. Grinbath has invented technologies designed to bring eye tracking innovations to an affordable, wide-spread level for consumers, researchers, and companies worldwide.

To learn more about Grinbath eye tracking technology, please visit [www.grinbath.com](http://www.grinbath.com).

To watch the EyeGuide® Mobile Tracker promotional video, please visit <http://youtu.be/YY433yaB2tk>.

To watch the EyeGuide® Platform (EG) demo video, please visit <http://youtu.be/ZMkAMe4Wj1o>.

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