



PRESS RELEASE

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Tobii launches local Webcam eye tracking for research, enabling controlled on-site studies

Tobii, the global leader in eye tracking and pioneer of attention computing, today announced the launch of a locally installed version of Webcam eye tracking for research, giving researchers a way to run supervised studies on-site, using standard computers and webcams for studies where dedicated eye tracking hardware is not required. Together with the Distributed Online version in Tobii Pro Lab, the solution now covers both distributed and local, on-site, research.

Local Tobii Webcam eye tracking complements the Distributed Online research tool launched in June 2026. Where the online version lets researchers collect gaze data remotely from participants' own computers and is made to expand participant reach, reduce fielding efforts and capture data in the participant's real-world environment, the local version is built for supervised settings such as labs, classrooms, and clinics, where researchers maintain full control over the study environment and conditions. Because it runs entirely on software, it is an accessible solution that researchers can deploy across multiple standard workstations without installing dedicated eye tracking hardware.

Fully integrated into Tobii Pro Lab, the local research version supports the complete research workflow, from experiment design to data collection and analysis, using the same familiar tools as Tobii's hardware-based eye trackers.

"With the local version, researchers can now use Tobii Webcam eye tracking across a wider range of study designs, from large-scale distributed studies to supervised, on-site research. 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," says Gunnar Troili, Senior Vice President, Products and Solutions, Tobii.

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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Local Tobii webcam eye tracking for research supports a broad range of research fields with controlled screen-based AOI-level gaze measures, including cognitive research, developmental and social research, learning and education studies, human-computer interaction, and user experience (UX) research.

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

For more information, please contact:

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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 behavioural 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.