



PRESS RELEASE

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Tobii secures design win with CitrusBits to integrate eye tracking into its XR headset and platform for healthcare

Tobii, the global leader in eye tracking and attention computing, has partnered with CitrusBits, a developer of healthcare-focused digital solutions, to enhance medical training, diagnostics, and rehabilitation through XR. By integrating Tobii's industry-leading eye tracking technology and Tobii Ocumen into CitrusBits IntelliXR™, this collaboration improves clinical simulations, supports personalized rehabilitation, and enhances patient care with real-time insights.

CitrusBits IntelliXR™ integrates Tobii eye tracking into its XR headset and connected device ecosystem, enabling healthcare professionals to conduct advanced medical simulations, improve diagnostics, and personalize rehabilitation programs. The platform provides built-in regulatory support, secure device management, and cloud-based services, ensuring compliance with industry standards while enhancing cognitive and visual attention analysis in medical applications.

"Eye tracking is transforming healthcare assessment and therapy by providing deeper insights into human attention and behavior," said Emma Bauer, senior vice president of Integrations at Tobii. "Our collaboration with CitrusBits brings Tobii's eye tracking technology to the forefront, making XR applications more capable, precise, and effective."

The new headset from CitrusBits and its platform are designed for seamless clinical adoption, featuring:

- Real-time user behavior analysis powered by Tobii's high-precision eye tracking
- Flexible optical system that adjusts for different medical visualization requirements
- Secure, HIPAA-compliant software to protect patient data
- Built-in support for regulatory approvals like FDA 510(k)

Additionally, integrating Tobii Ocumen, a high-performance developer toolkit, simplifies the adoption of eye tracking in XR applications. This ensures faster deployment and broader adoption of CitrusBits IntelliXR™ across medical and rehabilitation use cases.



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The CitrusBits IntelliXR™ headset is expected to be available for purchase in the Americas, Europe, Asia, and Oceania by Q3 2025.

"CitrusBits IntelliXR™ is bridging the gap between cutting-edge technology and practical healthcare applications," said Gaurav Malik, chief commercial officer at CitrusBits. "By integrating eye tracking into XR, we're equipping healthcare professionals with smarter tools to enhance training, refine diagnostics, and ultimately improve patient outcomes. Our goal is to reach over 100,000 individuals in the next three years."

You can learn more about Tobii's extended reality integrations offering [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 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.