Eye-tracking solution helps doctors diagnose critical conditions

The Associated Press

STOCKHOLM--(BUSINESS WIRE)--Nov 8, 2012--Tobii Technology's partneri2Eye Diagnosticshas developed a portable, patient-friendly solution — Saccadic Vector Optokinetic Perimetry (SVOP) — that assists clinicians in the diagnosis of ophthalmic and neurological conditions and can also provide valuable research applications. Harnessing Tobii's award-winning and industry-leading eye-tracking technology, the solution significantly enhances the assessment process by improving ease of use and reducing patient strain compared with previous methods, while providing data for doctors to make accurate diagnoses and potentially save lives.

"The response to the instrument from visual field practitioners has been very positive, expressing a genuine need for what SVOP provides, particularly in the area of pediatrics, pediatric neurology, neuro-ophthalmology, geriatrics, oncology, major trauma and stroke," said Paul Jobling, director of marketing at i2Eye Diagnostics. "These practitioners cite objectivity, convenience and ease of use as primary benefits, as well as the ability to get visual field assessments from patients who cannot use conventional instruments." Ophthalmic assessments are particularly important for the early diagnosis and monitoring of numerous neurological disorders, including stroke and brain tumors. SVOP allows ophthalmologists to identify whether a patient has an impaired field of vision or an irregular blind spot, which could indicate a more severe condition such as a brain tumor, optic nerve lesion or stroke. Traditionally, this test required the patient to stay completely still for several minutes, making it particularly difficult to study children or the elderly. However, with SVOP, incorporating Tobii's eye-tracking technology, doctors are provided with an objective, accurate, efficient, portable and patient-friendly solution to assist in the diagnosis of critical medical conditions.

Already in use as a research and development tool at one of the most respected children's hospitals in the world, SVOP will be part of a new research project into visual fields, providing greater insight into pediatric conditions. Due to the instrument's accuracy, precision and quality data analysis, i2Eye is fulfilling requests for the device with other major research and medical institutions in the UK, Europe and the US.

i2Eye has used Tobii's world-class eye-tracking solutions in the development and validation of SVOP and is now building an integrated assessment solution using Tobii's Eye-Tracking Integration Kit and the upcoming Tobii IS30.

"This solution is a significant step for the medical community as it continues to realize the benefits of eye-tracking applications for research, diagnosis and patient care," said Henrik Eskilsson, CEO of Tobii Technology. "We are excited about how i2Eye has moved from researching the diagnostics field to bringing a complete

solution to the medical market, and we look forward to furthering our mission to enhance the adoption of eye tracking in the medical field." SVOP will be on display in the i2Eye Diagnostics Booth (Booth No. 2973) at the American Academy of Ophthalmology Annual Meeting in Chicago, Nov. 10-13.

About i2Eye Diagnostics i2Eye Diagnostics is based in Edinburgh, UK and is an Edinburgh Bioquarter company. The company is dedicated to developing new technologies in the fields of Ophthalmology and Neuro Opthalmology. For more information, visit www.i2eyediagnostics.com.

About Tobii Technology Tobii Technology is the global leader in eye tracking and gaze interaction technology. Tobii's leading eye-tracking technology has transformed research in many fields, enabled communication for thousands of people with special needs, and accelerated the development of gaze interaction in personal computing. Tobii delivers comprehensive, market-leading, eye-tracking technology solutions and OEM components for applications such as computers, gaming and vehicle safety systems. Founded in 2001, Tobii continues to achieve rapid annual growth and receive awards and recognition for its accomplishments. Based in Sweden, Tobii has a global presence, with offices in the U.S., China, Germany, Japan and Norway, as well as a worldwide network of resellers and partners. For more information, visit www.tobii.com.

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