

## VR Eyetracking Analytics Lab



The VR Eyetracking Analytics Lab is a simple yet powerful tool for setting up eye tracking experiments in VR with support for all the major PC based VR eye tracking devices including the Vive Pro Eye, Pupil Labs and Tobii VR. The VR Eye Tracking Analytics Lab is an add-on to Vizard and requires an active Vizard Development or Enterprise license, sold separately.

### VR Eye-Tracking Analytics Lab Features

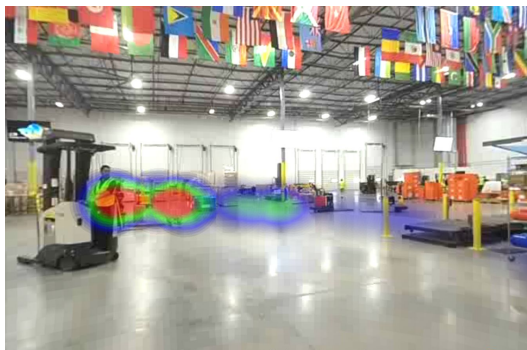
#### MODIFIABLE EYE-TRACKING SCRIPT

Comprehensive eye tracking example available for accomplishing common eye tracking tasks with the following modifiable features:

- Add environments and target objects of your choosing
- Add 360 video or images (mono or stereoscopic)
- Adjust fixation time
- Enter participant data
- Render a 3D visualization of the data that can be reviewed post simulation
- Collect eye tracking data and write to a .txt or .csv file with the following parameters:
  - Timestamp
  - Pupil intersect x,y,z position

- Pupil Diameter(Vive Pro Eye)
- Eye Openness(Vive Pro Eye)
- Fixations
- Custom Flags
- Write stats to file including
  - Views per object
  - Total view time per object
  - Average view time per object
  - Object timeline
- Display stats in barchart and save a PDF of the chart
- Calibrate user with 5 to 9 point calibration
- Toggle a gaze intersection point
- Display fixations in real time along with a timestamp
- Record video of experiment for later review
- Add custom flags to synchronize with events in the simulation
- Add custom events to a fixation for gaze based interactions
- Modify hardware setup to allow for various tracking devices and inputs
- Choose from various avatars (male or female)

## HEATMAP



Record gaze point data, generate a heatmap, and display a saved heatmap.

## **EXPERIMENT 360**

Load a series of 360 videos and images and view gaze visualization data

## **ADDITIONAL SUPPORT**

Access to eyetracking related support on the WorldViz email ticketing system (up to 3 hours of engineering time per support case, max. 12 hours per contract per year)\*

Note: Includes 1 year of support as described above. Additional years can be purchased separately. This support does not cover Vizard license

### **Multi-User Edition:**

Supports up to 4 users

Individual multi-user, modifiable scripts to show and print gaze intersect points for each user (note: does not support heatmaps and single user eye tracking utilities).