

# ASL Mobile Eye-5 Glasses

*Flexible Eye Tracking Solution for Multiple Applications*

**5 Trac-Paks Available!**

## Proven Design

As the leader in mobile eye tracking technology, ASL has been providing easy to use and highly effective mobile solutions for over a decade. The ASL Mobile Eye glasses have successfully tracked over 12,000 participants. As we developed our new Mobile Eye-5 glasses, significant amounts of time in research and resources were dedicated to the design of this system. When talking with our current Mobile Eye users, they explained why they did not want us to change our glasses to a more "rigid" fixed frame.



## Flexibility

An eye tracker is an investment in both current and future research. When researchers do not know exactly what eye tracking equipment will be required for their future projects, our eye-glasses design allows researchers a great deal of flexibility. For instance, researchers can swap the scene camera lens for either a wider or narrower field of view lens.

*Various Scene Camera Lenses are Available*



**36 Degree Lens    60 Degree Lens    96 Degree Lens (Standard)**

The eye camera position can also be adjusted to support many different tasks and maximize the trackable range. Not all tasks are at eye level and, because eye rotation is limited by human biology, this ability to align the camera for each task gives researchers the flexibility to pursue many activities which would be impossible to track with fixed camera placement.



## Unobstructed View

Our design does not block the peripheral view of participants in order to ensure their behavior is natural. As participants approach an area or project, nothing blocks their vision. Isn't the whole reason for using a mobile solution to be able to track under realistic conditions?



## Prevent Selection Bias

The term "selection bias" most often refers to the distortion of a statistical analysis resulting from a biased method of collecting samples. If selection bias is not taken into account, certain drawn conclusions may be incorrect. To avoid selection bias, researchers want their studies to be conducted with a representative cross section of participants.



# Mobile Eye-5 Glasses

ASL enables researchers to avoid this bias by not restricting eye tracking to participants who do not wear corrective eyewear. The Vision Council of America states approximately 75% of adults use some sort of vision correction. About 64% of them wear eyeglasses and about 11% wear contact lenses. ASL offers over-the-glasses frames for participants requiring corrective eyewear. ASL also has a version of frames for children aged four years and older.



## Hygiene Issues

Our researchers appreciate the fact that it is easy to clean our glasses between participants. During cleaning, the camera is not exposed to damage (e.g. scratching) because it is located out of the way on the upper part of the frame.

If damage does occur to the glasses, unlike with other eye tracking solutions, the ASL design enables researchers to easily replace individual components (e.g. a monacle can be replaced in a matter of minutes). Why lose valuable research time to repairs?

## Minimal Maintenance / Repair Costs

Our glasses are ANSI rated glasses. They are readily available, lightweight, comfortable, and durable. They also fit securely on the head while still being comfortable, which is important for data accuracy. The Mobile Eye-XG is designed for dynamic activities, whether it is in a kinesiology lab studying the gait of elderly participants,

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world class soccer players learning more about visual attention during penalty kicks, or a busy housewife speed-shopping to get home to the kids. Accidents happen, players get tackled, items can be dropped. If something happens to the glasses or the monacle, they are quickly replaced without major expense. Other products require the entire eye tracking system to be returned for repair.



## Appearance

Other eye tracking companies may claim that their glasses look more like prescription glasses than ASL glasses. However, their eyeglass frames are significantly larger than the frames of prescription glasses and thus, still attract attention. Their glasses' extra wide footprint is also less balanced on the participant's head, less comfortable, and much more likely to move during active tasks than the ASL glasses. ASL glasses are comfortable, adjustable, and easy to use.



## ASL Benefits

Ultimately, when the study is complete, it is the accuracy of the eye tracking data that is most important. With our leadership in mobile eye technology, ASL will track more participants, provide more accurate results, and offer you a solution that is durable as well as unobtrusive for your eye tracking research.

