

ASL Mobile Eye-5 Glasses

5 Trac-Paks
Available!

*Wireless, Portable Eye Tracking Solution
for Market Research*



Features

- Completely mobile – small, rugged and compact.
- Lightweight and unobtrusive optics mounted on stylish safety glasses.
- Accurate point of gaze.
- Works in various lighting conditions.
- Indoor or outdoor use.
- Easy to set up and operate.
- Offline data analysis.

Integration with
Psychophysiology
Devices

Benefits

- ⊗ Mobile Eye-5 available in 5 different Trac-Pak configurations.
- ⊗ Wearable, portable device allowing participants to freely maneuver in any situation.
- ⊗ Real time wireless feedback throughout calibration available.
- ⊗ Unconstrained eye, head and hand movements under variable lighting conditions.

Visualize the Possibilities

Which product labels draw the most attention? How important are graphics versus text? How does product shelf placement increase sales?

Unlike traditional desktop eye tracking, Mobile Eye-5 glasses allow you to test real-world environments. The glasses enable you to research consumers while they shop or assess product packaging and design. Mobile Eye-5 is easily worn by participants and combines highly accurate point of gaze with audio capability to record what respondents are saying as they view their environments.



Applied Science Laboratories
(781) 275-4000 www.asleyetracking.com
asl@asleyetracking.com

