

# 4tiitoo

Factsheet 4tiitoo GmbH (NUIA Productivity+)

**See your workplace with new eyes!**

**More productivity and ergonomics through eye control and AI**

**Foundation:**

10.12.2013

**Founders:**

Tore Meyer and Stephan Odoerfer

**Investors:**

High-Tech Gruenderfonds, Bayern Kapital, as well as Family Offices and Business Angels

**Headquarter:**

Sonnenstr. 23, 80331 Munich, Germany

**Product & Benefits:**

4tiitoo is a Munich-based enterprise software company that offers the NUIA Productivity+ software platform. NUIA increases efficiency and ergonomics at computer workplaces - through eye control and A.I. based user intention prediction. As market leader in the field of eye control, 4tiitoo supports international customers in increasing their productivity and at the same time visibly simplifying the daily work of their employees.

At office workplaces, NUIA leads to a significant reduction in daily mouse use resulting in 4-12% higher productivity. Additionally the workplace becomes healthier by reducing the risk of "mouse hand" symptoms. From SAP to Outlook to AutoCAD - with an extremely fast learning curve, NUIA leads to improved working conditions from the very first day.

At the production workplace on the shop floor, NUIA reduces the necessary interaction with the terminals, tablets and operating panels by hands-free eye control - possibly in combination with voice control, e.g. for entering data. This "hands-free" operation allows the worker to concentrate fully on the actual work with his hands, which leads to higher productivity and improved quality.

**Areas of use:**

The focus is industry-independent. Current customers belong to the automotive, mechanical engineering, energy or manufacturing industry, among others. Here the software platform is used at computer workplaces in numerous business units from accounting and procurement to engineering and software development to service centres, logistics and production.

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## Functions (exemplary):

### *Smart Teleport*

- Objective: Less mouse movement
- Funktion: If the intention is recognized, the mouse pointer is automatically moved to the predicted element (button, input field, link, etc.) at the current gaze position

### *Quick Click*

- Objective: Less mouse clicks
- Funktion: Elements (buttons, input fields, links, etc.) can be triggered directly with a glance and a shortcut key - without taking your hands off the keyboard

### *Gaze Scrolling*

- Ziel: Less mouse scrolling
- Funktion: Texts, lists and (web) pages automatically scroll at the desired speed while reading - triggered only by the recognized reading itself

## Further information

### **Press contact:**

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### **Weblinks:**

- Homepage: <https://4tiitoo.com>
- LinkedIn: <https://de.linkedin.com/company/4tiitoo>
- Youtube: <https://www.youtube.com/user/nuiaway/>
- Twitter: <https://twitter.com/4tiitoo>
- Facebook: <https://www.facebook.com/4tiitoo>

### **Participation in start-up programs:**

- SAP Startup Accelerator for Digital Supply Chain, Berlin/2019
- SAP.iO Industry 4.0 Program, Berlin/2018
- Startup Autobahn, Stuttgart/2016
- German Accelerator, Palo Alto/2015
- Plug and Play IoT Program, Sunnyvale/2015

### **Awards:**

- IT Innovation Award 2018
- Innovativ durch Forschung 2018
- Red Herring Europe Top100 2016

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## Photos and graphics:

Archive download: <http://bit.ly/4tiitoo-press-images>

## 4tiitoo in the (english) media:

- Forbes: <https://www.forbes.com/sites/sap/2019/02/19/eye-tracking-emerges-look-over-here-your-computer-knows-exactly-what-you-want/>
- SAP Digitalist: <https://www.digitalistmag.com/digital-supply-networks/2018/07/16/eye-candy-how-visual-interfaces-boost-productivity-06179488>

## FAQ

### What is eye tracking?

Eye tracking is the term used to describe the tracking of a person's eye movements to calculate the point of view that the user is looking at (gaze point). The movements are recorded and analyzed via so-called eye trackers.

Eye tracking has been used for over 30 years as a scientific method in the neurosciences, perceptual, cognitive and advertising psychology, cognitive and clinical linguistics, for computer control for physically impaired persons, in usability tests, in product design and reading research.

### How does eye tracking work technologically?

An eye tracker emits near infrared light (NIR), which is reflected in the eyes of the user. This weak light has the advantage that it is not perceived by the eye and thus does not disturb the user. In addition, it is largely independent of ambient light and thus functions even in absolute darkness.

Special cameras record the position of the infrared reflection points and the pupils at 90 Hz and algorithms calculate the coordinates of the current point of view locally on the eye tracker, using a special Chip (ASIC). This requires a singular calibration to the user lasting about 20 seconds.

### Does eye tracking also work with glasses and contact lenses?

In principle, eye tracking also works with visual aids. However, high dioptric values, severe corneal curvature or varifocal glasses can lead to inaccuracies in the calculated focal point.

### How does eye tracking behave towards the eyes?

The Near Infrared Light (NIR) emitted by the LEDs can also be found in our natural environment, such as in candlelight or sunlight. It is nothing other than light in the invisible spectrum, which has less energy than visible light. The eye trackers used belong to risk class 0 of the European Standard EN 62471, which ensures that all products with light emissions do not cause any damage to the user.