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visualcamp

Eye Tracking Technology Company
Enhance your Mobile/VR/AR Experience



What is Eye Tracking?

Have you ever stare at someone's eyes for a long time? The eye is a mysterious organ that receives the most information in the human body. Eye tracking is a technology that measures where you look and how much you are focused. Through the algorithm that recognizes your eyes with camera sensors and maps the point of gaze on the screen that you see, the eye gaze data of x, y coordinates values is generated. This gaze data can be used in a range of fields such as marketing, medical, education, research, etc. by understanding how customers think about and react to certain contents.

Product Overview

TrueGaze™

TrueGaze means a genuine gaze. The name TrueGaze includes the meaning of Visual Camp's eye-tracking technology that discovers hidden intentions in consumer behaviors as well as our commitment to high-accuracy eye-tracking technology.

01. Mobile SDK

02. VR Kit & SDK

03. VR Analysis

04. Remote Kit & SDK



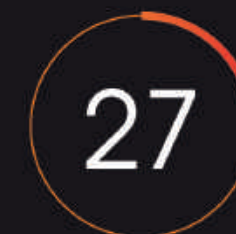
VisualCamp, Game Changer of Eye Tracking

The existing eye-tracking devices were quite expensive. So people could hardly afford the device. Since its foundation in 2014, VisualCamp has set a vision to make lightweight eye-tracking algorithms that can be used by many people and has been committed to developing technologies. VisualCamp applied the eye tracking to mobile all-in-one VR devices in 2016, introduced a software that uses the front camera on the phone to track the eye movement in 2018, and launched a micro eye tracker of a mere 6cm in 2019. Until everyone in the world can use the eye-tracking technology, we will continue our innovative effort.

Patent



Issued in Korea



Filed



Issued in US



PCT (China, US)

MOBILE

TrueGaze Mobile SDK

TrueGaze Mobile SDK provides the most authentic eye-tracking function. It doesn't require any extra hardware. App developers could freely create unique apps with this SDK.

Features

- Producing real-time gaze coordinate of screen
- 1 point calibration for eye-tracking function
- Supporting portrait/landscape

Application Examples

- Scrolling the mobile webtoon with eyes
- Gaze Interactive Advertisement
- Gaze Analysis for education & medical purpose

Download Free Trial SDK Now

www.visual.camp/smartphone-sdk-1



Remote

TrueGaze Remote Kit & SDK

TrueGaze Remote Kit & SDK is the smallest eye-tracker in the world. It can be embedded to wide range of devices from smartphone to automobile.



Features

- Easy to connect with smartphone and tablet
- 6.5cm length portable eye tracker
- 0.5° Accuracy (40cm distance)
- No GPU Usage

Technical Specification

<https://www.visual.camp/remotekit>



ANALYSIS

TrueGaze VR Analysis

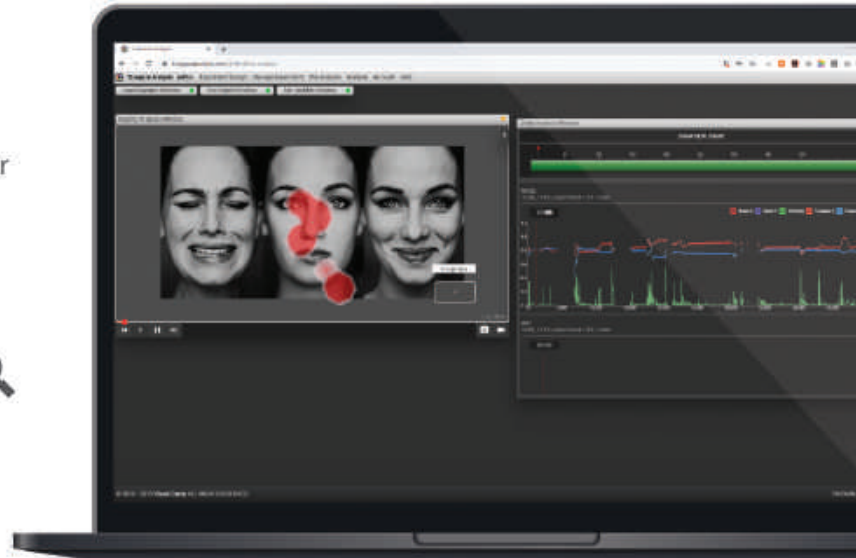
TrueGaze VR Analysis is paired with TrueGaze VR Kit & SDK.
It analyzes subjects' gaze data to find out their interests and intentions from the certain VR experimental environment.

Features

- Web based analyzing platforms
- Manage experiment in real-time
- Contains intuitive analytics tool for amateur
- One-stop process from designing experiment to exporting the data

Technical Specification

<https://www.visual.camp/gzeanalysis> 🔍



VR

TrueGaze VR Kit & SDK

TrueGaze VR Kit & SDK is eye-tracking HW and SW for VR.
It brings new generation of VR and optimized for battery powered standalone VR HMD with low latency and less power consumption.

Features

- Support VIVE / VIVE Pro / VIVE Focus
- Monocular (right eye) or Binocular
- 2-3ms latency
- Packaging with TrueGaze VR Analysis

Technical Specification

<https://www.visual.camp/vr-sdk-1> 🔍



Achievement

Investment



Cumulative Investment



Government Grant

Recognition

- 2016 Red Herring Asia Top 100
- 2017 Alibaba & Softbank Pitch 3rd
- 2018 IPIEC Global Top 10
- 2019 Korean Prime Minister Award

Partners

