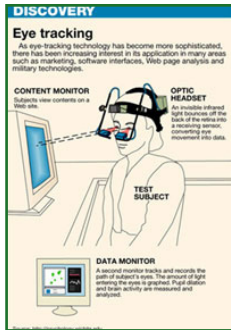




DISCOVERY



Eye tracking

[By Bob Kast]

As eye-tracking technology has become more sophisticated, there has been increasing interest in its application in many areas such as marketing, software interfaces, Web page analysis and military technologies.

CONTENT MONITOR

Subjects view contents on a Web site.

OPTIC HEADSET

An invisible infrared light bounces off the

back of the retina into a receiving sensor, converting eye movement into data.

DATA MONITOR

A second monitor tracks and records the path of subject's eyes. The amount of

light entering the eyes is graphed. Pupil dilation and brain activity are measured and analyzed.

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