

**Press release**

Stockholm, July 1, 2022

# Tobii selected by Sony Interactive Entertainment to be the eye tracking technology provider for PlayStation VR2

**Tobii, the global leader in eye tracking and pioneer of attention computing, is pleased to announce its innovative eye tracking technology will be featured in the upcoming PlayStation VR2 headset.**

"PlayStation VR2 establishes a new baseline for immersive virtual reality (VR) entertainment and will enable millions of users across the world to experience the power of eye tracking," said Anand Srivatsa, Tobii CEO. "Our partnership with Sony Interactive Entertainment (SIE) is continued validation of Tobii's world-leading technology capabilities to deliver cutting-edge solutions at mass-market scale."

Tobii will receive upfront revenue as a part of this deal starting in 2022 and revenue from this deal is expected to represent more than 10% of Tobii's revenue in 2022. Due to the rapid evolution of the VR industry, revenue contribution guidance beyond 2022 is associated with significant uncertainty. Consequently, at this point, Tobii cannot provide guidance on the revenue potential beyond 2022.

*Tobii AB (publ) is obliged to make this information public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out below, on July 1, 2022, at 06:00 a.m. CET.*

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**About Tobii**

Tobii is the global leader in eye tracking and pioneer of attention computing. We are on a mission to improve the world with technology that understands human attention and intent. Creating tech for a better future, our technologies and solutions apply to areas such as behavioral studies and research, healthcare, education and training, gaming, extended reality, automotive, and many more. Tobii's eye tracking is used by thousands of enterprises, universities, and research institutes around the globe. Headquartered in Sweden, Tobii is listed on Nasdaq Stockholm (TOBII). For more information: [www.tobii.com](http://www.tobii.com).