myGaze® Plugin for Morae 3.3

The professional gaze tracking lab for Morae 3.3
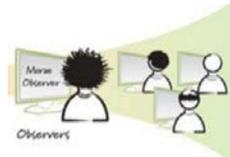
√ Fully portable, ultralight myGaze® eye tracker

√ Gaze tracking integrated in all Morae interfaces
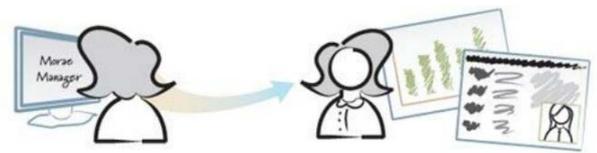
√ Live gaze behavior in Morae Observer

1 Capture eye movements in Morae Recorder

2 Live analysis of gaze behavior in Morae Observer

3 Morae reports with visual perception data of users in Morae Manager

www.mygaze.com

Jim Hidlay, Vice President of Marketing, TechSmith Corporation:

"… The myGaze® tracking solution makes the assessment of visual user behavior affordable for Morae users. The lab is designed for exclusive use with our leading usability software. This allows UX professionals to conduct Morae usability studies which combine the actions of users with their gaze trails …"

Ania Rodriguez, Key Lime Interactive:

"...With this new plug-in, we can use the TechSmith Observer software to share live experiences, picture-in-picture, audio and scan paths remotely! Using the Morae manager to create short clips that now have eyetracking data is an effective way to help our clients visualize independent user experiences and validate some of our recommendations for the adjustment and improvement of visual elements."

myGaze® Plugin for Morae 3.3

Fully portable eye tracker
Morae 3.3 software plugin

Adding eye tracking to your usability study is now easier and more affordable than ever before: With the fully portable myGaze® Professional Gaze Tracking Lab for Morae 3.3 developed by Visual Interaction (VI), a provider of cutting edge gaze tracking and gaze interaction solutions. The ready-to-go UX lab is exclusively designed for use with TechSmith Morae 3.3, the leading user testing software on the market.

Enhance your TechSmith Morae reports with visual perception data of users. The fully portable ultralight myGaze® eye tracker and a special software plugin allow you to integrate eye tracking in all Morae interfaces. Unique is the possibility to analyze gaze behavior of users in Morae Observer - live and remote.

Mounting the eye tracker with a laptop or monitor

Fully portable ultralight eye tracker

The myGaze® eye tracker by Visual Interaction is an ultra-light, USB-powered gaze tracking device. Easily create your portable eye tracking lab by attaching the eye tracker to your personal laptop or to a PC monitor.

For usability testing in real-world environments, at customers' sites or wherever your participants are. No additional power plug is needed!

Enhance Morae reports with gaze behavior of users

Plugin integrated in all Morae interfaces

Use the myGaze® Plugin for Morae 3.3 to operate the eye tracker and access the eye tracking data directly from all Morae software interfaces.
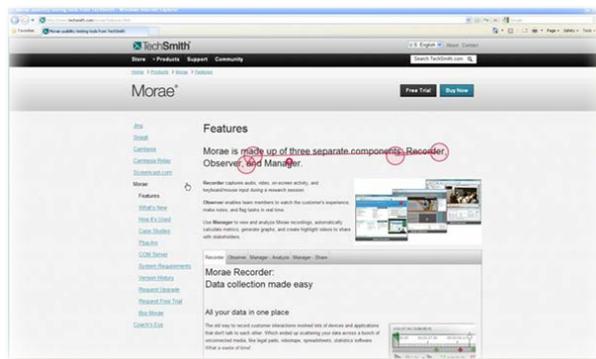
*   Record eye tracking data in Morae Recorder.

*   Observe eye movements and gaze pattern in Morae Observer – live and remote.

*   View and analyze data in Morae Manager and create your Morae reports with visual perception data of users.

Purchase Morae 3.3 at:
www.techsmith.com/morae

Purchase myGaze® Professional Gaze Tracking Lab for Morae 3.3: www.mygaze.com

Technical Specification

Technology:	Non-invasive, video-based eye tracking
Sampling rate:	30Hz
Gaze position accuracy	0.5°*
Operating distance	50cm - 75cm (subject to eye tracking device)
Tracking range (head box)	32cmx21cm @ 60cm distance
Eye tracking mode:	binocular
Dimensions	Width: 24cm / Height: 3cm / Depth: 3.5cm
Operating system:	Windows XP, Windows 7 (32&64 bit), Microsoft Windows 8 (32&64 bit)
Software prerequisites	Techsmith Morae V3.3
CPU requirements	Intel CPU required, recommended: ≥ 2.8GHz Intel i3/i5/i7 series

* Standardized VI test conditions

Furthermore, please see Morae system requirements at:
http://www.techsmith.com/morae-system-requirements.html

Visual Interaction - Visual Interaction (www.mygaze.com) (VI) has taken on the mission to provide easy to use and affordable gaze tracking and gaze based interaction solutions for a broad professional, educational and consumer audience and for developers. VI partners and collaborates with leaders around the world to create best in class solutions. VI myGaze® eye trackers rely on tracking technology by SensoMotoric Instruments (SMI) from Germany, for more than 20 years a leader in eye tracking solutions.

Learn more about our ready-to go UX gaze tracking solution!

www.mygaze.com