



Kexxu Eye Datasheet



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General Specifications

The Kexxu Eye is a sophisticated eye-tracking device designed for various applications such as marketing, product research, user experience design, and sports analytics.



Items included

- **Kexxu Eye Device**
 - 248 gram
- **Kexxu Eye Battery Casing**
 - 143 gram
- **Battery Powerbank**
 - 200 gram

Eye Tracker Hardware Features

- **Fully Portable:** The device consists of glasses with an attached processing unit, allowing for mobility during recordings.
- **Accuracy:** The eye tracker boasts a 2-degree accuracy for precise measurements.
- **Battery Life:** Offers 6 hours of continuous usage on a single charge.
- **On-Device Storage:** Can store up to 16 hours of recorded data locally.
- **Resolution:** 1280x720 pixels.
- **Field of View:** ± 160 degrees.
- **Frequency:** 40 frames per second.

Eye Tracker Software Features:

- **Cloud Processing:** Encrypted data at rest in Frankfurt, Germany. Our cloud partner is AWS. Cloud data can manually be deleted.
- **Cloud Subscription:**
 - **Included for free: 2GB**
- **Cloud Security:** Only access through private login
- **Real-Time Pupil Tracking:** Utilizes artificial intelligence to determine the center of the pupil in real-time.
- **Cloud-Based Analysis:** Combines with cloud-based eye tracking software for advanced analytics.
- **Gaze Duration Statistics:** Measures gaze duration or dwell time to analyze user attention.
- **Areas of Interest Tracking:** Allows users to mark and analyze specific areas within the recorded scene.
- **Time to Focus Measurement:** Calculates how long it takes for a subject to focus on specific areas of interest.
- **Heat Maps:** Generates visual heat maps of eye movement patterns for quick insights.
- **Gaze Plots:** Visualizes saccades and the order of eye movements for deeper analysis.

Eye Tracker Experiment Workflow:

- **Setup:** The experiment begins with the subject wearing the Kexxu Eye glasses and connecting to the Kexxu Devices app.
- **Calibration:** The eye tracker is calibrated by adjusting the AI camera window to fit over the eye, ensuring accurate tracking.
- **Recording:** Once calibrated, the recording begins, capturing eye movements and gaze locations based on given instructions.
- **Data Analysis:** Recorded data can be uploaded to the cloud for further analysis using the Kexxu cloud editor.
- **Analysis Tools:** The cloud editor provides tools for creating gaze plots, heat maps, marking areas of interest, and more.

Integration and Compatibility:

- **Python Integration:** Offers the ability to process output data with Python scripts for custom analysis.
- **Companion App:** Provides live preview and calibration features via Android and iOS applications.
- **Cloud Tools:** Accessible through the companion app, offering advanced AI-powered analytics and visualization options.

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