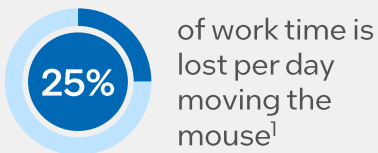


# 4tiitoo's NUIA Eye Control, Powered by Intel Technology, Delivers the Future of the Workplace

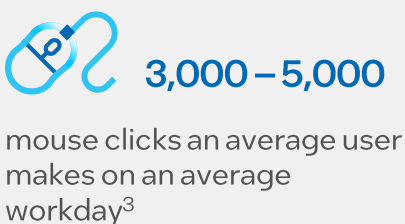
4tiitoo's NUIA Eye Control transforms users' eyes into an input device for a more ergonomic and intuitive work environment, increasing employee efficiency and satisfaction while helping reduce attrition and increase overall business productivity.

## 4tiitoo

### Current Workplace Dynamics



of office worker time, on average, spent sitting in their working life<sup>2</sup>



### AI-assisted technologies, such as eye control, can help retain productive and happy employees

Talented employees are one of a businesses most valuable assets and can be hard to find, which means companies place a high value on retaining that talent. However, unpleasant workplace dynamics can lead to unsatisfied employees and high attrition rates. When talented workers choose to leave it results in increased workloads for remaining staff, lengthy hiring processes and training times, low employee morale, and reduced productivity that can cause a vicious attrition cycle. Businesses are looking for ways to use modern technologies that support productivity while improving the workplace experience to retain more satisfied, loyal employees.

For businesses where productivity and efficiency are reliant on the employee work rate, such as contact support centers and global business and shared services, it can be challenging for workers to maintain productivity with a traditional mouse. Employees may spend up to 25% of their workday interacting with the mouse, clicking and gliding across multiple screens.<sup>1</sup> Almost every click needs mouse movement back and forth; by the end of every workday users are running a mouse marathon. This is not only a huge time-suck, but also creates physical strain on employees over time, creating more frequent visits to clinics, higher insurance costs for businesses, and ultimately unhappy workers.

To solve this challenge, businesses need a solution that delivers a more ergonomic and intuitive work experience helping overcome productivity and efficiency constraints while increasing employee satisfaction from an improved work experience.

#### Pains of Traditional Workplace Dynamics



Health issues such as carpal tunnel syndrome



Slowdown from constant mouse movement

## 4tiitoo's NUIA Eye Control solution provides an intuitive, AI-based interface for a more intuitive computer experience

4tiitoo's NUIA (Natural User InterAction) Eye Control is an innovative solution that empowers employees with a support tool that helps increase efficiency and improve employee experience and ergonomics at the workplace.

NUIA Eye Control enables users to intuitively control all typical computer programs completely with their gaze. The solution utilizes the user's eyes to create a more responsive, quicker, efficient, and interactive interface, helping reduce time wasted from constant mouse movement and automating frequent activities such as copy and paste or scrolling to drive additional efficiencies.

4tiitoo is leading the path towards the future workplace with an innovative solution that:

- **Increases productivity and efficiency** from reduction in repetitive computer tasks. According to 4tiitoo, users can increase productivity 4-8% right out of the box and up to 50% with customization in single workflows<sup>4</sup>
- **Enhances the employee experience** with better workplace ergonomics by reducing physical strain of repetitive hand movements and offering a more engaging, interactive experience
- **Boosts talent attraction and employee retention** with a workplace that supports the well-being and health of their employees

## How the 4tiitoo NUIA Eye Control works

**Deployment:** The 4tiitoo NUIA Eye Control solution consists of an infrared eye-tracking sensor, AI-supported software, and requires a USB port to connect the software to the sensor. Users simply attach the sensor to their monitor, plug the USB into their computer, and install the software. Once the software is installed, the solution is ready to work after about 20 seconds of user calibration.

**Operation:** Once the solution is up and running, the infrared sensor immediately begins to recognize and track eye movements continuously. By leveraging AI, the self-learning software quickly learns user patterns and begins to adapt to that individual user's habits for a more intuitive experience. After a short time, users can learn to click with their eyes, execute short commands, automatically scroll, and more.

As the AI's machine learning adapts to the user, the software makes increasingly precise predictions of eye movement, button clicks, and more. This technology, known as "Intention Prediction", opens a completely new dimension to how users interact with their devices. The user's NUIA profile is tied to each computer profile to ensure the software is accounting for the right individual's behavior. If multiple users are using the same computer profile, NUIA supports multiple separate profiles within 4tiitoo's interface so that users can manually switch for optimal performance.

## 4tiitoo NUIA Eye Control features



**Smart Teleport:** Enables the cursor to jump over large screen distances and thus to the desired button, link, or input field – triggered by a minimal push of the mouse



**Quick Click:** Selects buttons, links, or input fields without switching from keyboard to mouse. Using the keyboard, trigger a left mouse click on the location of the user's current gaze.



**Gaze Scrolling:** Adapts to user's reading speed to scroll the page automatically.



**NUIA Button:** Displays a discreet helper on the side of the screen, which only becomes active as soon as a user looks at it, for quick access to their most frequently used commands in the respective application.



**Gaze Pad:** Provides shortcuts with a single glance to execute the most common functions within the current application, as well as, across applications with the same key combination each time.



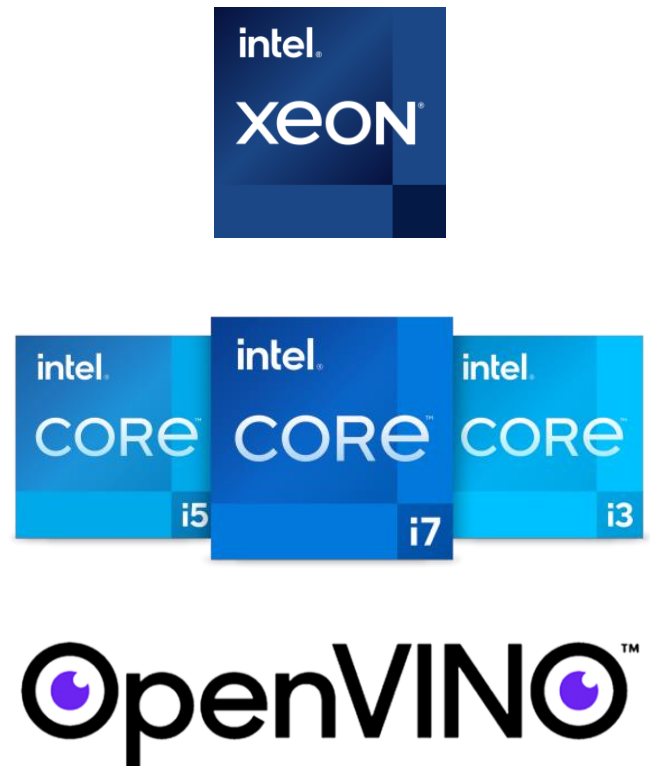
**Secure Lock:** Improves security by enabling users to more conveniently set shorter screen lock times. As long as a user's eyes are detected looking at the screen, the computer will stay awake without having to move the mouse.

## Intel® technology optimizes and maximizes the performance of the 4tiitoo NUIA solution

The 4tiitoo NUIA platform leverages the processing power and optimization capabilities of Intel technologies.

With constant eye tracking and AI predictions, users especially benefit from a powerful processor to efficiently run the solution throughout the workday. **Intel® Xeon® or Intel® Core™ processors** deliver the performance needed to run the 4tiitoo platform on a customer's device at its best.

The **Intel® Distribution of OpenVINO™ toolkit** further optimizes performance for the 4tiitoo platform by increasing the accuracy and reliability of the AI engine. With the help of Intel's software optimization platform, 4tiitoo was able to improve the speed of their platform to faster than the human eye can recognize, to create a seamless user experience.



## One of Europe's largest tech companies turned to 4tiitoo to decrease lost time and repetitive strain injuries

**Challenge:** The tech company conducted an internal pilot deployment with 35 users from different departments and tracked almost 500 kilometers of mouse-movement distance within six weeks. They concluded that this amount of movement not only costs a significant amount of employee time, but also causes stress-related injuries, such as carpal tunnel.

**Solution:** They implemented 4tiitoo's NUIA solution to provide a better ergonomic solution for their employees and their changing working conditions as work is increasingly being done on computers.

**Results:** The NUIA solution helped users reduce mouse movements and mouse-keyboard swaps, increase efficiency, and improve appearance during customer calls. Due to the success of the implementation, the company now offers all employees the option to order the NUIA solution to use in their home or work offices. They are committed to supporting individual accessibility needs for an inclusive workplace by planning to include monitors equipped with eye tracking by default and the ability to download necessary software in the future.

## Book a live demo with 4tiitoo to see how it can transform your workplace

As the workplace changes and becomes more digitally driven, NUIA Eye Control is the solution businesses can rely on to create a more ergonomic, efficient, and intuitive workplace experience for happier employees. Leveraging the most intuitive input device, the eyes, NUIA Eye Control has empowered businesses and employees for a better way to interact with their work.

Contact 4tiitoo sales team at <https://www.4tiitoo.com/contact-sales> to book a live demo to see how it can benefit you.

## Learn More

To learn more about the 4tiitoo NUIA solution, visit:

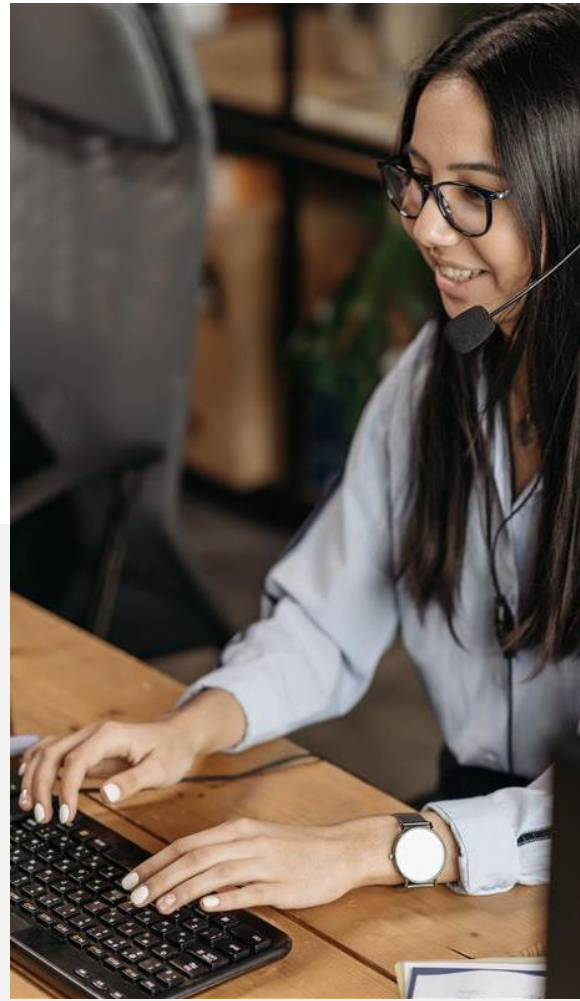
- [The 4tiitoo Website](#)
- [4tiitoo NUIA Eye Control Product Home Page](#)
- [4tiitoo YouTube Page – Live Demo](#)

To learn about Intel® technologies, visit:

- [Intel® Core™ Processors Product Page](#)
- [Intel® Xeon® Scalable Processors Product Page](#)
- [Intel® Distribution of OpenVINO™ Toolkit Product Page](#)

## About 4tiitoo

In 2013, Tore Meyer and Stephan Odörfer founded 4tiitoo in hopes of fundamentally changing communication with computers by using natural interactions with eye control. Today, 4tiitoo is a market leader among enterprise software companies for AI-based solutions for easy eye control of computers. 4tiitoo's products create added value in a wide range of areas, from accounting and procurement to software development, office logistics, call center support, and shop floor computing. Companies worldwide, including companies in the financial services, insurance, automotive, engineering, utilities, technology, and manufacturing industries use 4tiitoo's software to improve efficiency and ergonomics at their workstations.



## Sources

1. 4tiitoo, [The Future of Work: Key Trends Savvy Managers Must Know in The Future Workplace](#), 2021
2. 4tiitoo, [Back pain and dry eyes](#), 2021
3. Telekom, [Love at first click or how the eyes replace the mouse](#), 2021
4. [4tiitoo Internal Estimates](#)

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