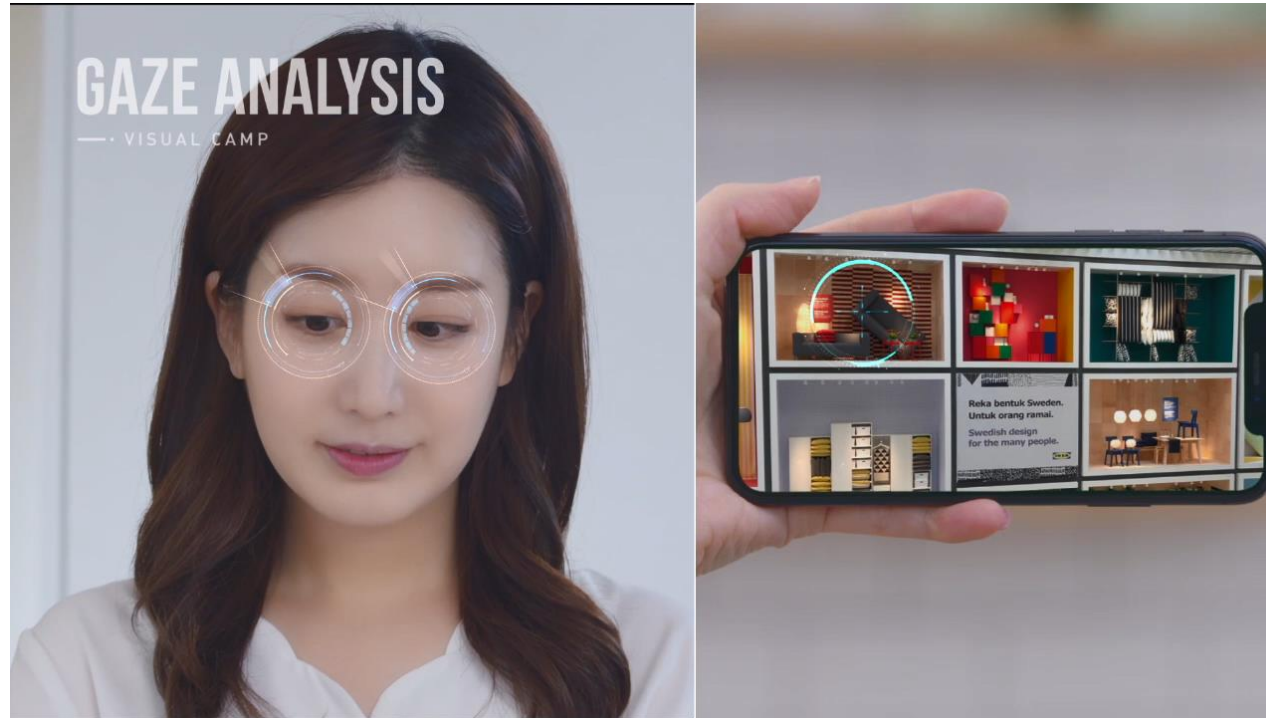


# SeeSo Edu

# VisualCamp's eye tracking technology

VisualCamp is eye tracking software developing company. SeeSo, AI based eye tracking SDK let you get users' gaze data with front camera of devices.



소개영상보기: <https://youtu.be/mjDb1WF0kyw>

# What is eye tracking?

Eye Tracking brings two main benefits 1) Gaze Interface 2) Gaze Analysis. These benefits increase accessibility and revenue of services such as education, UX/UI, Healthcare, Game, Advertisement, and E-Commerce.



EDUCATION

UX/UI

HEALTHCARE



GAME



AD/MEDIA

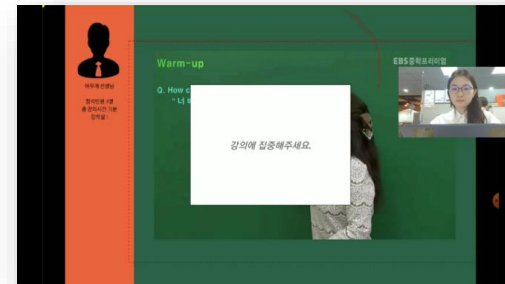


E-COMMERCE

SeeSo Edu is optimized solution in education area.  
It provides data to 1) find out if student is gazing at the screen 2) and attention rate while enjoying the education contents. ([See the Demo Video](#))



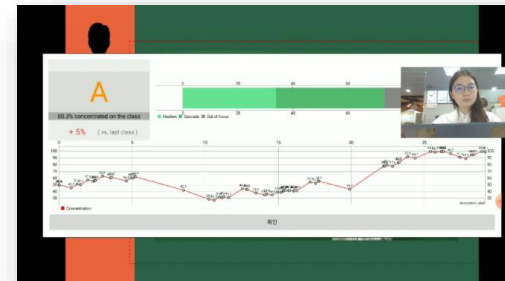
1. Real-time eye tracking



2. Alert if student gazes out of screen



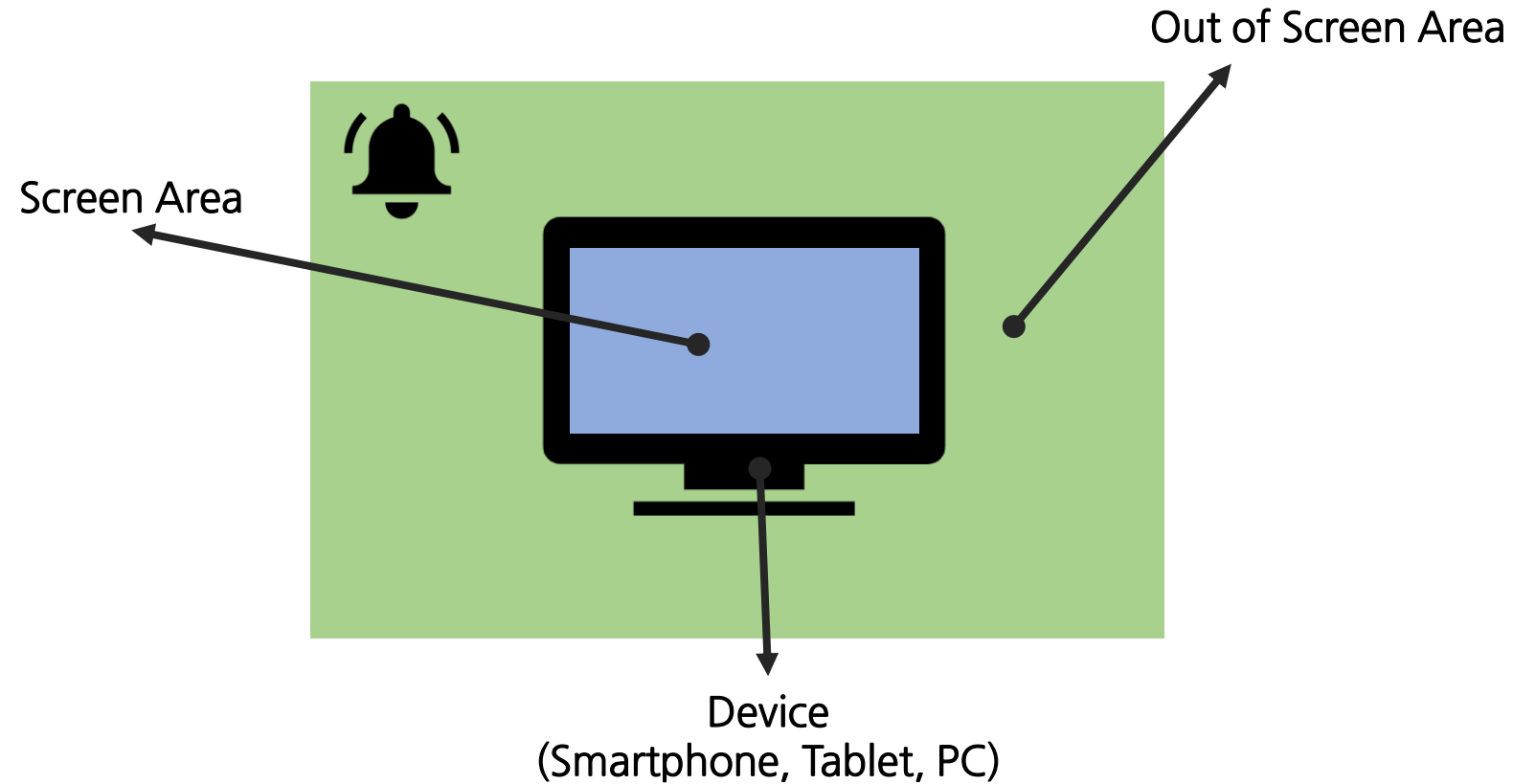
3. Alert if student is not facing the screen



4. Get attention report after class

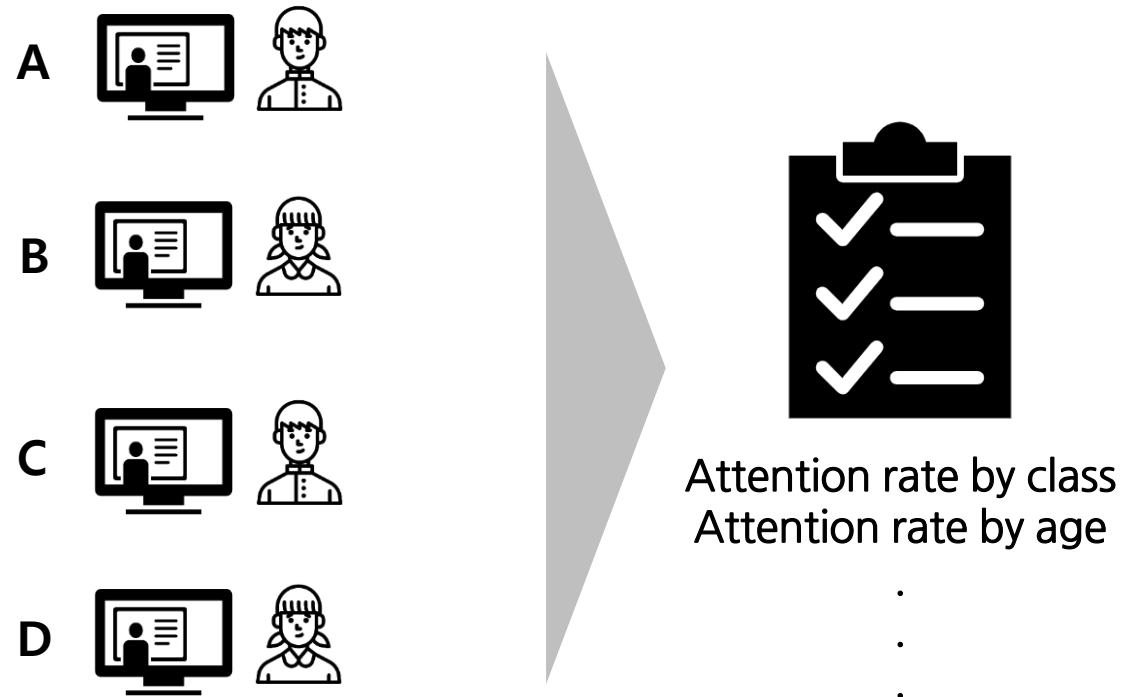
# Out of Screen

Give alert if student is absent or not looking at the screen.  
Lecturer could manage student's condition remotely.  
Student could resume the playing contents with auto pause.



# Attention Rate

Rate attention while student is enjoying the education contents.  
It gives objective data to evaluate learning behavior and lets student to develop self-studying habit.



SeeSo Edu has been innovating smart education services.

**KYO WON** 교원 Red Pen AI 수학



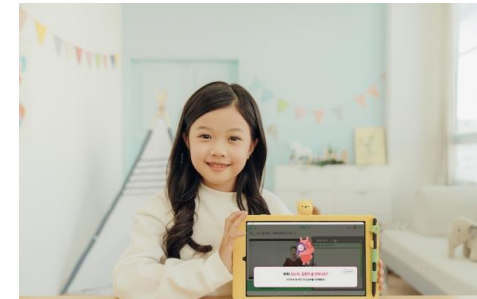
- 2019.3

**visang** M러닝 와이즈 캠프



- 2020.11

**LG U+** U+초등나라



- 2020.12

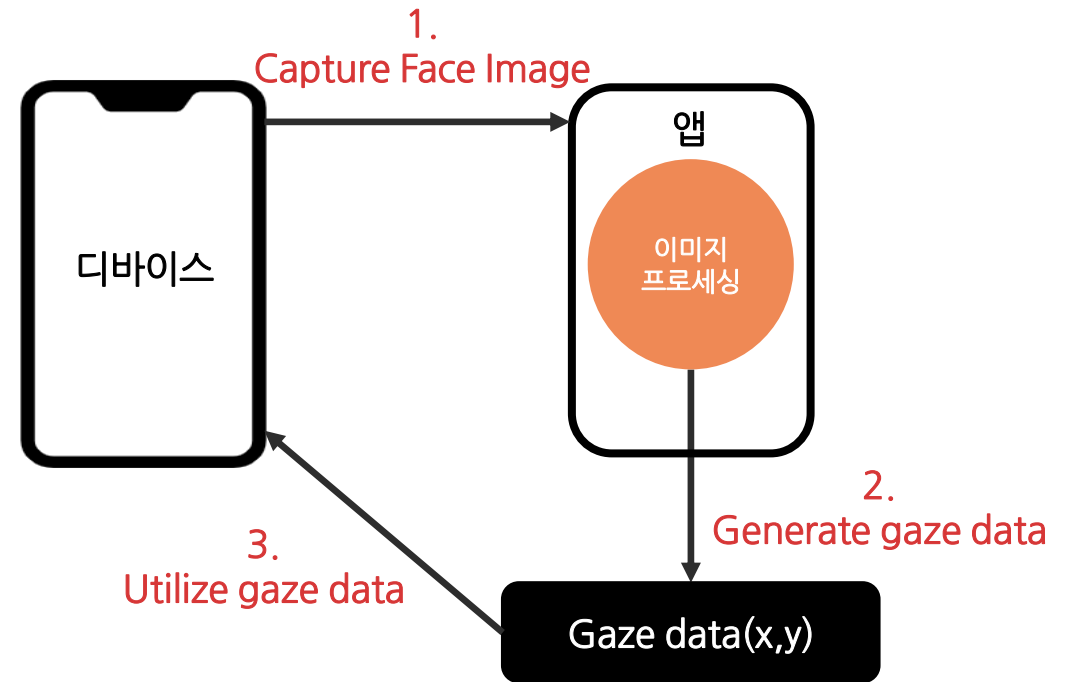
# Partners

VisualCamp is partnering with top edu-tech companies in Korea.





- SeeSo algorithm process user's face image to gaze data(text/numeric data) on device in real-time. It does NOT save any images separately.
- Gaze is behavior data. It could NOT identify the person.
- Because of 1) camera permission and 2) calibration process, user inevitably aware.
- If service provider want to store user's gaze data, please inform about it to users.
- Recommend to use devices with higher spec than below.  
- iPhone 6S (iOS), Galaxy S7 or A30(Android)





- US
  - [ykkim@visual.camp](mailto:ykkim@visual.camp)
- China
  - [swoosh@visual.camp](mailto:swoosh@visual.camp)
  - Wechat: sapereaude714
- Others
  - [danpark@visual.camp](mailto:danpark@visual.camp)

Appendix.

# Gaze Data

Gaze Coordinate (x,y)	Face missing	Fixation	Saccade	Out of Screen	Attention Rate
<ul style="list-style-type: none"><li>• Gaze location on the Screen</li><li>• Generated by number of frame (Max 30) on the device.</li></ul>	<ul style="list-style-type: none"><li>• True/False if user's face detect on camera.</li><li>• No gaze data generated</li></ul>	<ul style="list-style-type: none"><li>• Generated when user fixates gaze on certain area more than 1000ms.</li><li>• Core metric to draw heat map</li></ul>	<ul style="list-style-type: none"><li>• Gaze movement between a fixation and the other fixation</li><li>• Core metric to draw scan path</li></ul>	<ul style="list-style-type: none"><li>• True/False if user's gaze stays out of screen.</li></ul>	<ul style="list-style-type: none"><li>• Generated by logical calculation of all gaze data.</li></ul>