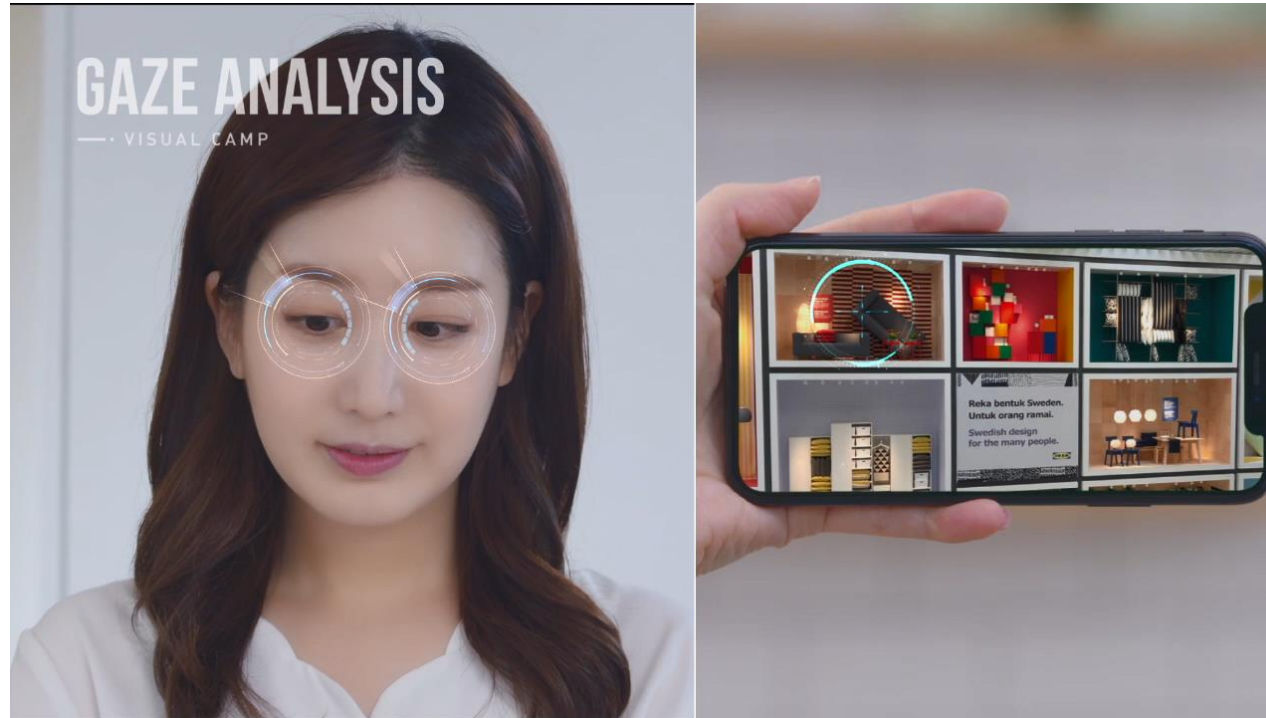visual
camp

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.

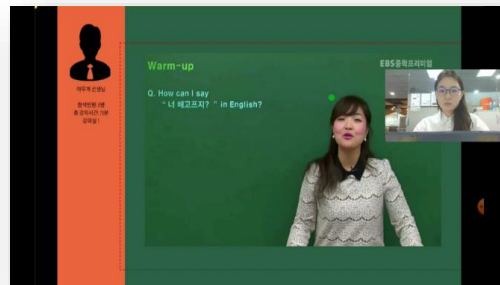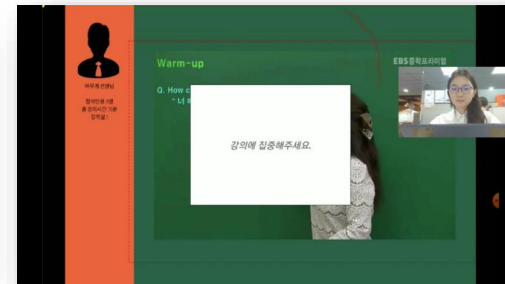EDUCATION   UX/UI   HEALTHCARE

GAME   AD/MEDIA   E-COMMERCE

SeeSo Edu

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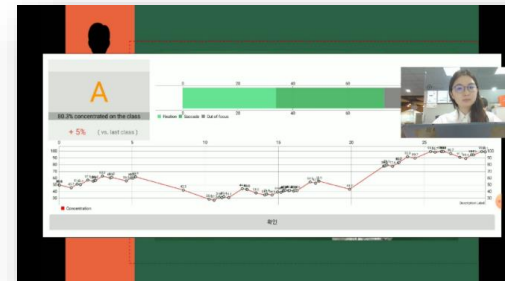

1. Real-time eye tracking


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 alerts if student is absent or not paying attention at the screen.
- Lecturer would understand well about student's condition even in remote class.
- Play/Pause the video education contents automatically with gaze detection.

Out of Screen Area

Screen Area

Device
(Smartphone, Tablet, PC)
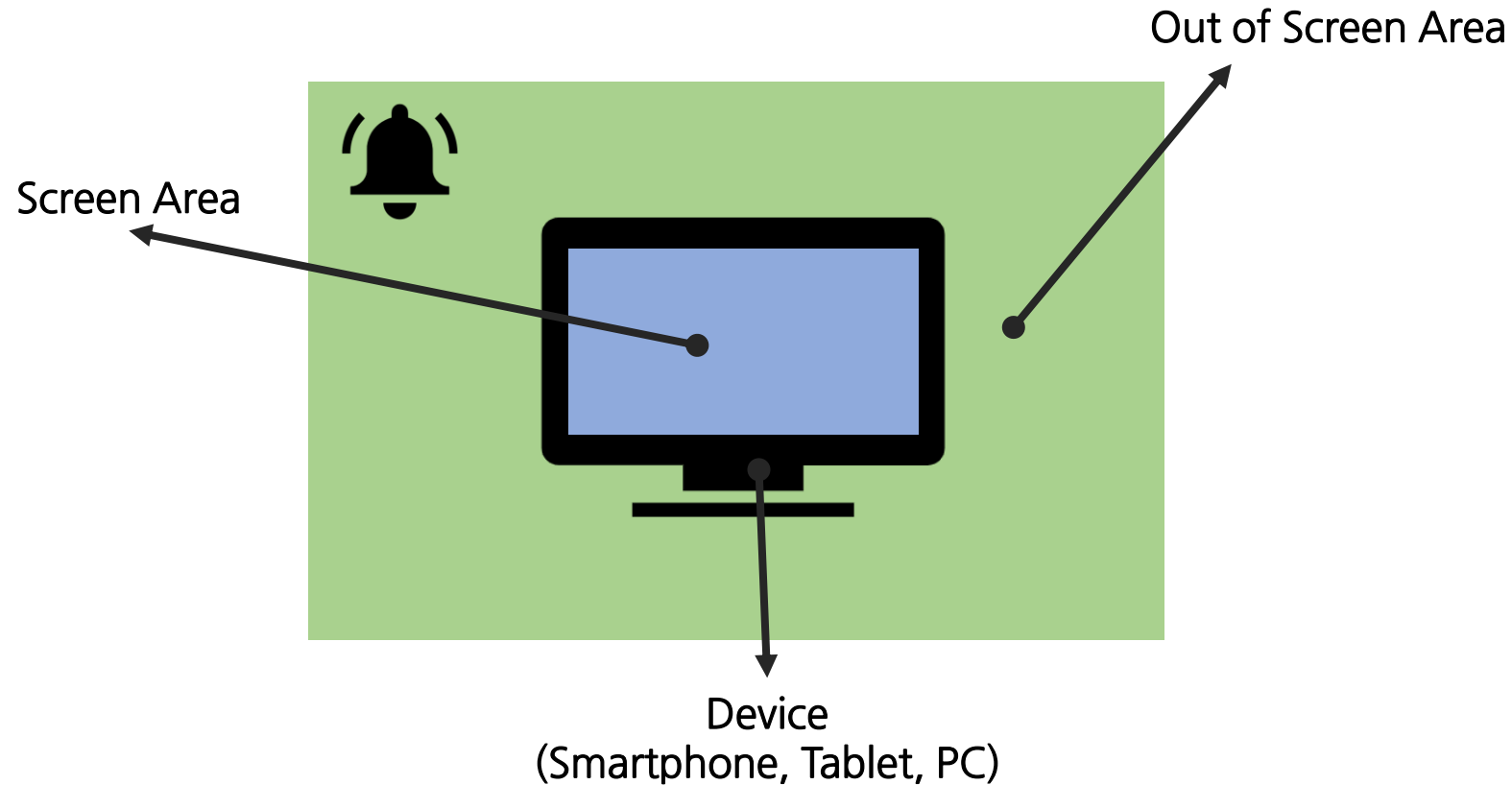
Attention Rate

Get attention report creating while student enjoys education contents.
It gives objective data by evaluating learning behavior of the student and lets student to develop habit for self-directed studying.

Attention rate by class
Attention rate by age
.
.
.

Use Case
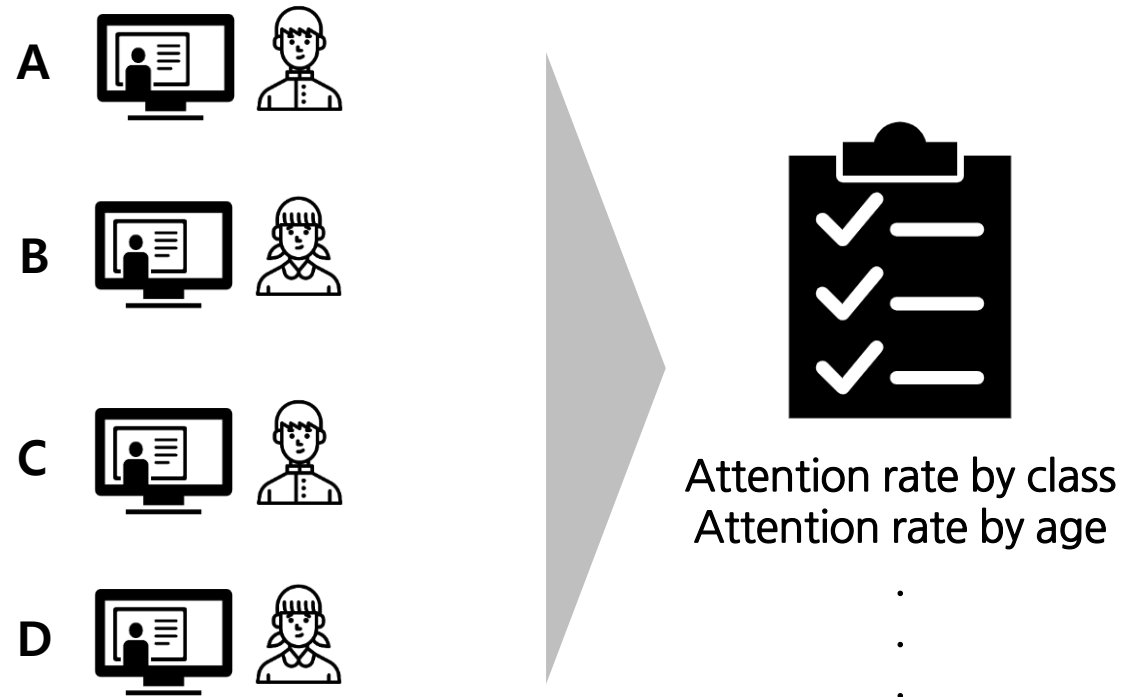
[SeeSo Edu](#) has been innovating Korean smart education services.

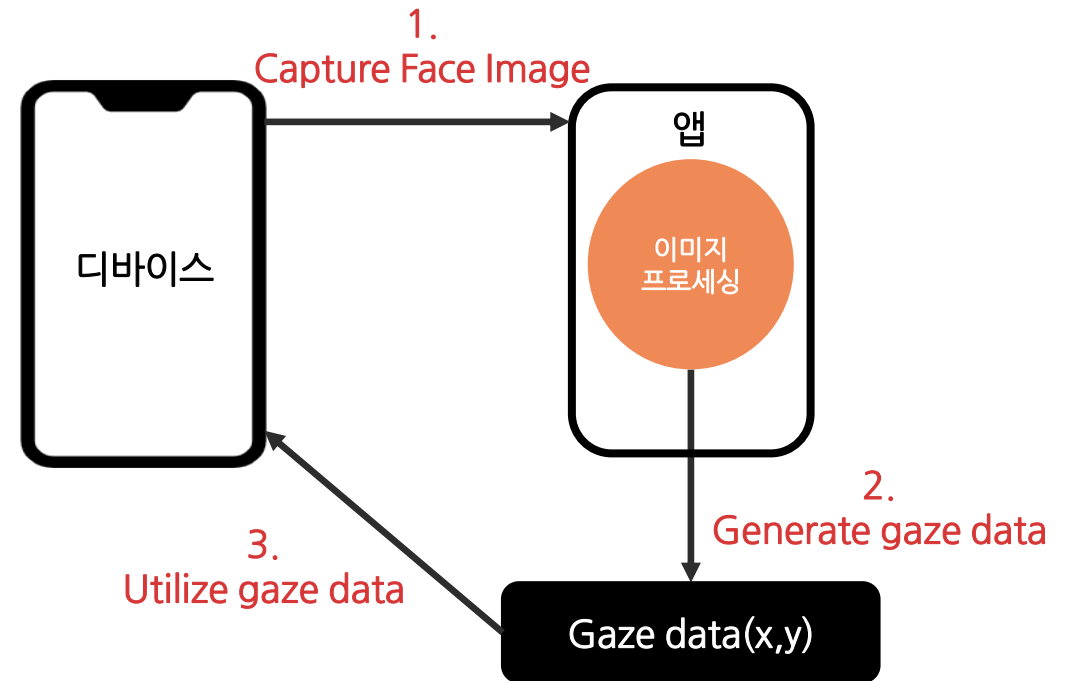|		
KYOWON 교원 Red Pen AI 수학	**visang** M러닝 와이즈 캠프	**LG U+** U+초등나라
• 2019.3	• 2020.11	• 2020.12
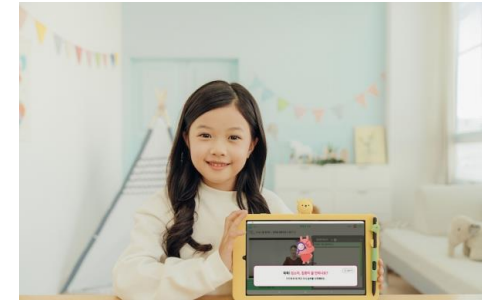
Partners

VisualCamp's partners are top Edu-tech companies in Korea.

Privacy

- 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)

1.
Capture Face Image

디바이스

앱

이미지
프로세싱

2.
Generate gaze data

3.
Utilize gaze data

Gaze data(x,y)

Contact

- US
  - ykkim@visual.camp

- China
  - swoosh@visual.camp
  - Wechat: sapereaude714

- Others
  - danpark@visual.camp
  - nana@visual.camp

Appendix.

Gaze Data

Gaze Coordinate (x,y)	Face missing	Fixation	Saccade	Out of Screen	Attention Rate
• Gaze location on the Screen • Generated by number of frame (Max 30) on the device.	• True/False if user's face detect on camera. • No gaze data generated	• Generated when user fixates gaze on certain area more than 1000ms. • Core metric to draw heat map	• Gaze movement between a fixation and the other fixation • Core metric to draw scan path	• True/False if user's gaze stays out of screen.	• Generated by logical calculation of all gaze data.