

By Tobii
EyeTrackLab

You are invited to the launch of **EyeTrackLab**

Tuesday 28th July 2009, 9am – 10.30am
EyeTrackLab at City Group Rooms
Level 11 / 60 York Street, Sydney 2000

A light breakfast will be supplied.

Join us at the launch of the new EyeTrackLab and see a demonstration of how a Tobii eye tracker can determine exactly where you are looking on the screen.

Find out how eye tracking can be used in:

- testing the impact of print advertising and TVC's
- optimising shelf placement and packaging effectiveness
- usability testing of websites, intranets and other technologies
- scientific research

Who should attend:

- Market Researchers
- Consumer Insight Directors / Managers
- Marketing Directors and Managers
- E-Commerce Marketing Directors and Managers
- Advertising Agency Planners, Creatives and Account Directors
- Packaging and web design consultants
- Usability Consultants
- Web Developers
- Those interested in market research, advertising, design, visual layout optimization and usability.



WIN

Come and try out the Tobii eye tracker yourself, and you will have the chance to win a dinner voucher for 2 at a Sydney restaurant to the value of \$300.

Registration

Please register by Friday 24th July if you would like to attend the launch of EyeTrackLab. Feel free to forward this email to others who may be interested in attending.

To register or make an inquiry, please contact me via email or telephone. You will find my contact details below. I look forward to hearing from you!

Best regards,

James Breeze
Chief Experience Officer

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