

Press release

## Tobii and ATI Join Forces

**Stockholm, Sweden and Boston, MA, USA – January 8, 2008 – Eye tracking world leader Tobii Technology and Assistive Technology Inc. (ATI) are today announcing that they are joining forces to become a leading vendor of high-tech communication solutions for the disability market, so called augmentative and alternative communication (AAC) solutions.**

Tobii and ATI have agreed on joining forces to strengthen their position on the American market. The name of the new company is Tobii Assistive Technology, Inc. (**Tobii ATI**) and it is a US based, fully owned subsidiary of Tobii Technology AB, with its corporate office in Boston, MA.

Tobii ATI will offer a complete range of AAC devices and communication solutions for users with disabilities, including MyTobii – the market leading eye controlled device from Tobii, Mercury, MiniMerc, LEO and LinkPLus from ATI and the communication software VS Communicator from Viking Software. Tobii ATI will offer customer service and support on the entire product range.

“ATI has an unparalleled experience of the US assistive technology market, a highly experienced sales staff and the very best customer support organization. Combined with Tobii’s strong R&D and innovative solutions we can continue to grow and to offer the best solutions to end users, therapists and care givers.” says Henrik Eskilsson, CEO at Tobii Technology.

“Tobii offers the best in class of R&D with the financial resources to reach the top. This, combined with their commitment to increase the benefit of the user will solidify an exceptional product offering in the future.” says Tara Rudnicki, ATI’s President and COO.

The market for communication solutions for people with disabilities is a rapidly growing market. Computerized communicating devices allow people with limited communication abilities to talk, chat, and browse the Internet etc.

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### **About Tobii Technology**

Tobii Technology is an innovative high tech company specialized on eye tracking solutions and communication solutions for the Assistive Technology market. The company was founded in 2001 and has continuously shown very rapid year-to-year growth. In 2007 it was appointed no 1 in Deloitte's Sweden Technology Fast 50 for fastest revenue growth among Swedish high tech companies and no 8 in Deloitte's Technology Fast 500 EMEA. In 2007 Tobii raised \$14M in venture capital from Investor Growth Capital. The investment is being used to accelerate the company's rapid growth, enhance product development and expand global sales and marketing efforts. Tobii is based in Stockholm, Sweden, with offices in the US, Germany and Norway. Our products are sold through resellers and partners worldwide. Visit [www.tobii.com](http://www.tobii.com) for more information.

### **About Assistive Technology, Inc.**

Assistive Technology, Inc. (ATI) is a premier supplier of innovative hardware and software solutions for people with disabilities. The company is located in Boston, Massachusetts. ATI was started in the 1980s as a division of Boston Children's Hospital, the leading pediatric institution in the United States and the prime pediatric affiliate for the Harvard Medical School. Its close proximity to many of the nation's top teaching hospitals and education institutions helps foster close research and testing relationships with several of these facilities. The mission of the company founded in 1995 was to concentrate on developing, promoting, selling, and servicing innovative products for the disabled. Today ATI is a comprehensive business operation with new products and a significant company infrastructure to service and support the customer. Read more at [www.assistivetech.com](http://www.assistivetech.com).