

## Entropik introduces eye-tracking technology

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### Entropik's eye-tracking technology maintains an accuracy rate of over 96 per cent



Bengaluru-based Entropik Tech, a leader in Emotion AI, has launched the first multi-platform eye-tracking technology that works on both web and mobile devices.

Using tracking through web and mobile cameras, the innovative eye-tracking technology is accurate, agile, and easy to use. Using AI and ML technologies (solving for regular issues like lighting and camera quality), Entropik's eye-tracking technology maintains an accuracy rate of over 96 per cent.

Moreover, it is built for enterprise-scale integration that enables brands to conduct multiple tests and leverage online respondents across 120 countries.

Entropik's eye-tracking technology will also be available for external integration through web and mobile Software Development Kits (SDKs), enabling developers and companies to measure eye gaze data at an unprecedented scale. Eye gaze data is used to identify and analyse patterns of visual attention of individuals as they perform specific tasks, and it provides brands and agencies with important data about consumer preferences and behaviour.

Intuitive and fast-paced, eye tracking data is calibrated in just a few seconds. Advanced AI-based Neural Network algorithms capture eye movement in real-time and seamlessly synchronise the data with Entropik's Consumer Insights platform, which provides a guide to interpreting eye-tracking data and translating it into actionable insights. While maintaining a high accuracy rate, Entropik's software-based eye-tracking technology is more affordable and less labour intensive than hardware-driven

eye-tracking technology.