**Tobii Technology Wins Prestigious 2011 Bully Award**

**Barcelona, Spain and Stockholm, Sweden – 7 October 2011 – Tobii Technology, the leader in eye tracking and eye control, was announced today as a longhorn winner of the 2011 Bully Award honouring Europe’s leading technology, media and telecommunications (TMT) companies as presented by** [**White Bull Summits**](http://www.whitebull.com)**, champions of the European innovation ecosystem.**

A total of 60 European companies were named as finalists for the 2011 Bully Award, and the deserving winners were selected from a pool of entries that included hundreds of nominated European TMT companies.

The winners fall into three categories:

* Yearlings: firms that seek or have received angel/seed rounds or equivalent; classic start-ups
* Young Bulls: firms that seek or have received Series A financing; early stage companies
* Longhorns: post Series A firms; growth stage companies

“The Bully Award winners were selected for innovation and values of excellence in the TMT sector. They have been recognized as a leader in their field, with a bright business proposition and meaningful market strategies, driven by a rich understanding of customer needs and technological solutions,” stated Farley Duvall, Founder and Chairman of White Bull Summits.

“We’re honoured to be named a 2011 Bully Award winner, and to be recognized as one of the leading TMT companies in Europe,” stated Henrik Eskilsson, CEO of Tobii Technology. “Our achievements are the result of the commitment and hard work of our fantastic team. This award is truly rewarding for everyone in the company.”

Tobii’s eye tracking technology has transformed research in many fields and enabled communication for thousands of people with special needs. In these markets Tobii offers comprehensive lines of loved and appreciated products. Looking ahead Tobii is targeting mass markets applications, such as integration of eye control into consumer electronics and cars, as well as niche applications, such as hands-free imaging/x-ray, process monitoring, security and medical diagnostics.

White Bull has a successful track record in identifying Europe’s leading TMT companies. Eight of the 2010 Bully Award winners identified by White Bull were acquired in the past year including BuyVIP (acquired by Amazon), JayCut (acquired by RIM), Q-go (acquired by RightNow Technologies), Severa Corp (acquired by Visma Group), SunglassesShop.com (acquired by Glasses Direct), Ubitexx (acquired by RIM), Vilant Systems Oy (merged RFID activities with Swisscom Auto-ID Services AG), and WatchMouse (acquired by CA Technologies).

For a complete list of the 2011 White Bull Bully Award winners, please visit [www.whitebull.com/latest](http://www.whitebull.com/latest).

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**About Tobii Technology**

Tobii Technology is the world’s leading vendor of eye tracking and eye control, a technology that makes it possible for computers to know exactly where users are looking. Our eye tracking technology has revolutionized research in many fields and enabled communication for thousands of people with special needs. Looking forward, Tobii’s mission is to bring eye tracking into broader use. Some of that future is already here. We provide market-leading eye tracking technology to industrial partners in areas such as hospitals, diagnostics, vehicle safety, gaming and computer manufacturing. Tobii continues to realize its visions, showing continuous and rapid year-to-year revenue growth, and receiving numerous [awards and recognitions](http://www.tobii.com/en/group/about-tobii/awards-and-merits/) for its accomplishments. From our head office in Stockholm, Sweden, our reach is as broad as our vision. With offices in the US, Germany, Norway, Japan and China and a worldwide network of resellers and partners, we are truly a global company. More information: www.tobii.com

**About White Bull**

White Bull’s aim is not simply to produce events. White Bull is here to help companies succeed. Built upon the extensive knowledge and network of its founders and advisers, and in the spirit of the “wily beast” that lives inside all successful businesses, White Bull offers a community that brings together the best and the brightest – Europe’s top technology and media leaders, entrepreneurs, innovators, investors, and visionaries. White Bull will respond to the needs and wants of the Technology, Media and Telecommunications (TMT) sector, while providing a forum for ongoing discussion. For more information, please visit White Bull at <http://whitebull.com>.