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Press Kit

What is Blickshift?

We are entering a new era of human-technology interaction, with systems that react to users depending on the state of the environment and the user (e.g. driver assistant systems).

Understanding the eye movements of humans and how they relate to the events in the surrounding area is vital to the development of such systems. As an example, in a car, it is necessary to understand how drivers perceive the traffic and how this relates to car sensor data in order to make assistive systems as unobtrusive yet effective as possible. Today, there is a gap between the data that is collected in experimental setups and the ability to deduce the required knowledge about human behavior from this data.

We are closing this gap with our main product, the data analytics software "Blickshift Analytics". It applies cutting edge results from Visual Analytics research to eye tracking data analysis. This method leads to a high efficiency and low costs even for large data sets and results in a high level of detail and deep understanding of human behavior.

An exciting application field of Blickshift Analytics is the efficient data analysis for optimizing driver assistant systems and human-car interaction. With our algorithms, products and services we are making a significant contribution towards opening the door to a new exciting world of perceptual-aware systems, realizing a new personalized driving experience and thus making driving both safer and more comfortable.

About the Company

Blickshift is a spin-off from the Institute for Visualization and Interactive Systems at the University of Stuttgart. We transform latest research results into commercial products developing time and cost efficient solutions for your questions.

Contact

Blickshift GmbH
Schelmenwasenstraße 34
70567 Stuttgart, Germany

Phone: +49 711 / 184 245 26
eMail: info@blickshift.de
Web: www.blickshift.de/press
http://twitter.com/Blickshift