Creator Briefing

Media Kit

Media kit (Logos, Images, etc.): 📷 [Public] Media Kit - Eyeware - Beam Eye Tracker
Main demo video: ▶️ Beam Eye Tracker - Turn Your Webcam into an Eye Tracker
Videos of fellow creators: [Beam Eye Tracker Community Videos - YouTube](#)

Affiliate Link

- Please sign up here to get your affiliate link and earn 30% commission ($9) on the $29.99 total lifetime price for the Beam Eye Tracker on every sale on our page (not on Steam): https://affiliates.eyeware.tech
- Please use the same appendix for every link you share with your audience.
  - Main page: **https://beam.eyeware.tech?via=your-affiliate-code**
  - Webcams page: **https://beam.eyeware.tech/webcams?via=your-affiliate-code**
- If you chose not to use the affiliate link, kindly consider using the UTM as shown below, to help track your impact better:
  - **https://beam.eyeware.tech?utm_source=your-youtube-channel-name**

Product Overview

Beam Eye Tracker turns your webcam into an eye tracker. It is the first-of-its-kind AI-powered webcam eye tracking software for gaming.

Say goodbye to bulky hardware trackers and upgrade your webcam with eye tracking AI. Free trial on Steam!

Key Features and Benefits

Beam Eye Tracker delivers eye tracking performance approaching high-end hardware using your existing webcam or phone + webcam app:

- First and only webcam eye tracker for gaming
- More gaming immersion with eye tracking for over 200 games using the OpenTrack extension
- More insights with gaze recordings to rank up faster in your favorite games
- Cost-effective alternative to traditional hardware trackers
- Simple setup without the need for a headset
- Immediate access using your existing webcam or smartphone
- Top (if not leading) head tracking solution for webcams in terms of tracking robustness
- Option to offload processing to iPhones/iPads and increase calibration robustness
- Smooth gameplay with 60+FPS tracking for supported cameras
- Customizable settings
- SDK for developers to easily integrate eye tracking into their games

Content Creation Guidelines & Tips

- **Video Title**
  - Including the price (e.g., "$30" or "$29.99") in the title significantly boosts clicks, especially when paired with the game title like MSFS2024 and the Beam Eye Tracker brand itself.
  - Tools like [HeadlineStudio](#) and [VidIQ](#) can help with title optimization, though they may require payment after initial trials. On a lower budget, aside from using ChatGPT (and similar AIs), if you have access to the ["Video SEO Wizard" GPT](#) it's quite helpful generating and ranking suggestions based on the emotions you want to evoke (e.g., FOMO, value, suspense).
- **Thumbnail**
  - Adding game icons, such as MSFS2024 or Farming Simulator 25, to your thumbnail has been shown to boost views above average for our YouTube creators. If it fits your channel's style, consider giving it a try.
- **Showcase real use and insights**

- ○ The best converting videos are those where you walk through the setup process and share personal insights unique to you. Demonstrate how the Beam Eye Tracker performs in real scenarios, how to set it up, and how easy it is to get started. Even sharing small hiccups you encountered will show that you have thoroughly tested the product and will build credibility with your audience.
  - ○ Make sure not to just list features but instead focus on how the Beam Eye Tracker enhances the user experience and increases immersion in your gameplay. Highlight the free Steam demo as a risk-free way to test the product before purchasing. This approach drives positive engagement, helps build a happy and engaged community and will drive up your subscriber count.
- **Lean into affordability**
  - ○ Since the Beam Eye Tracker is a webcam-based solution rather than expensive, dedicated hardware, your audience will likely already have balanced expectations. Lean into this by reassuring viewers that it is designed to be an affordable yet effective option that delivers strong performance without the need for extra equipment.
- **Opportunity for evergreen, authority content**
  - ○ While awareness is growing, it is still early days. You have an opportunity to create evergreen, authority content for your community that will continue generating commission revenue for you over the long term.
  - ○ We have seen significant subscriber growth from review videos, especially for smaller creators. We also maintain close communication with our affiliates and creators, sharing feature updates and learnigns to help maximize your impact.
- **Help us advance discussions with game devs**
  - ○ Your support is crucial in advocating for Beam Eye Tracker's integration into top-tier games. We encourage you to highlight this request in your videos and engage your audience to join the movement. Urge them to voice their requests for Beam Eye Tracker to be adopted as a standard input option in their favorite games, especially those already equipped with head and eye tracking features and encourage them to reach out directly to game developers or to post in relevant forums.
- **Product name: Beam Eye Tracker**
  - ○ Please refer to the product as the "Beam Eye Tracker" for clarity and brand recognition. Previously we called the product Eyeware Beam. The company name Eyeware (a mix of Eyes and Aware) has proven to add some friction for new users (risk of misspelling, wrong implication that there might be some form of eyewear required).
  - ○ When writing/speaking about the product we suggest using "the" ahead of the product name whenever it feels natural. For example: "I tried the Beam Eye Tracker recently …" is likely preferred by viewers/readers over "I tried Beam Eye Tracker recently…"
- **Social Media**

- Please share content you generate on all platforms and especially do not neglect the impact of short videos from your contant distributed on all the relevant platforms.
- Please invite people to subscribe to our social media channels and especially join our Discord server: https://discord.gg/ARhdNTvd69
- Feel free to tag us on all your posts. We're of course happy to reshare and boost your visibility on our channels.
  - Discord - https://discord.com/invite/7ZKB8tm
  - Twitter - https://twitter.com/beameyetracker
  - Instagram - https://www.instagram.com/beameyetracker/
  - Facebook - https://facebook.com/beameyetracker
  - Reddit - https://www.reddit.com/r/beameyetracker

Product Description

Beam product page: BeamEyeTracker.com (beam.eyeware.tech)

Copy from the product page:

Turn Your Webcam into an Eye Tracker
Say goodbye to bulky hardware trackers for gaming.
Upgrade your webcam with AI-powered eye tracking software now!

Access Ultimate Gaming Immersion with Eye Tracking
Dive into the ultimate gaming immersion with our advanced eye tracking software, designed for seamless integration with OpenTrack. This AI-powered eye tracker for PC gamers unlocks 6DoF head and eye tracking capabilities in over 200 PC games, expanding your field of view for the most immersive experience yet.

Maximize Insights from Your Game Recordings
Gain deeper insights into your gameplay with our Eye Tracking Overlay. Perfect for post-game attention analysis and boosting engagement in live streams. Customize the overlay and choose to display or hide it during play.

Save on Gear & Supercharge Your Cam with AI
Experience the first-of-its-kind AI-powered webcam eye tracking software for gaming. Beam delivers eye tracking performance comparable with high-end hardware devices. Track smoothly at 60FPS or higher for supported webcams, ensuring minimal latency and a seamless gaming

experience. Our webcam-centric approach ensures clear, unobstructed views and greater placement flexibility.

Turn Your Phone Into a Webcam
Android 14 allows you to directly turn your smartphone into a webcam plugging in with USB-C, thanks to its built-in Android webcam feature.
iOS users with FaceID-enabled devices should download the Beam Eye Tracker iOS app to benefit from offloading and 3D sensor tracking.
If you don't have FaceID then consider the Apple built-in Continuity Camera.
For older devices, explore free webcam apps like Camo Studio that work on all platforms.
Once your phone is set up as a webcam, choose the virtual webcam it creates in Windows as your input device in the Beam Eye Tracker settings, similar to selecting a standard webcam.

Beam Eye Tracker iOS app
Use the Beam Eye Tracker iOS app extension on your FaceID-enabled iPhone or iPad to transfer processing tasks from your computer, reducing the CPU load to nearly zero. Take advantage of the TrueDepth 3D selfie camera and our unique 3D algorithms to improve calibration robustness and accuracy.
Find here the instructions on how to use the iOS app extension with the Beam Eye Tracker.

Steam store page: [Beam Eye Tracker on Steam](#)

TURN YOUR WEBCAM INTO AN EYE TRACKER

Say goodbye to bulky hardware trackers. Upgrade your webcam with AI-powered eye tracking software and try the demo now!

Gaming Extensions for Eye Tracking

Immersive In-Game Camera Control with Eye Tracking
Enhance your gaming experience with the Beam Eye Tracker, the AI-powered webcam eye tracker. No extra hardware is required. Harness eye tracking and 6 DoF head tracking for intuitive in-game camera control using the OpenTrack extension, diving into a VR-like experience on your PC. From titles like Assetto Corsa and Microsoft Flight Simulator to ETS2 and beyond, increase your field of view with Beam and immerse yourself across 200+ games.

E-Sports Training
Discover extensions that further enhance gameplay, such as the Minimap Awareness Trainer to refine your minimap-checking skills.
Eye Tracking Overlay

Gaming Analytics Tools
Gain valuable insights into your gaming habits with our eye tracking overlay. Record your gameplay using tools like OBS, and review your focus during critical game moments. Analyze and understand your attention patterns to sharpen your decision-making and improve overall performance. Plus, if you prefer, hide the overlay for yourself while still capturing it in recordings.

Streaming Enhancements
Elevate your live streams on platforms like Twitch and YouTube. With our eye tracking overlay, let your viewers see exactly where you're looking on the screen in real-time. Personalize your streams further by customizing the overlay's color and opacity to match your unique style, making your content more engaging and interactive. You can choose to hide the overlay from your own view, yet still broadcast it to your audience.
Eye Tracking for Everyone

No webcam? No problem.
You can easily transform your smartphone into a high-quality webcam by selecting one of the many free apps available, for more info join the conversation here on our Steam forum. There is also the option to use FaceID-enabled iOS devices as trackers, offloading the processing from the PC to the iPhone or iPad and taking advantage of an increased tracking robustness using the 3D TrueDepth selfie camera.

60+FPS Eye Tracking for Supported Webcams
Beam Eye Tracker enables 60FPS+ tracking on webcams that support higher frame rates for a smooth tracking experience and reduced latency. Make sure to set the performance mode to "high performance" for the best experience.
Productivity and Privacy Features

Multi-Screen Pointer & Mouse Jumping
Enjoy seamless tracking across multiple screens and reduce the physical movement needed to move your cursor with Mouse Jumping. The software provides an efficient, streamlined experience without sacrificing your range of motion.

Presence Detection & Privacy Filter
Boost your security with the presence detection feature, automatically locking your screen when you're not present. Enhance privacy with the Privacy Filter, blurring parts of your screen that you're not looking at, providing an additional layer of protection for your sensitive information. Beam operates in real-time, right on your device without generating, storing, or transferring any biometric data or video recordings.
200+ Head & Eye Tracking Games

Below is a selection of OpenTrack-compatible games including racing, driving, space, bus, car, truck, farming, flight, combat, FPS, RPG, MOBA, & other simulator game genres.

Flight Simulation Games

Experience unparalleled realism in flight simulation games with our gaze and head tracking feature. Control your in-game camera with the movement of your eyes and head for a truly immersive experience, making flying feel like the real thing.

• War Thunder
• Microsoft Flight Simulator 2020
• Microsoft Flight Simulator X: Steam Edition
• Top Gun: Maverick Expansion
• IL-2 Sturmovik: Great Battles
• IL-2 Sturmovik: Battle of Stalingrad
• DCS World
• DCS World Steam Edition
• X-Plane 11
• AeroFly FS2

Space Simulation Games
Immerse yourself in the vastness of space with our eye and head tracking features in space simulation games. Control your in-game camera with the movements of your eyes and head, exploring the galaxy intuitively and naturally, making every journey feel like a true space adventure.

• Star Citizen
• Kerbal Space Program
• Elite Dangerous
• Star Wars: Squadrons

Racing Simulation Games
Take your racing simulator experience to the next level with our head and eye tracking features. Control your in-game camera with the movements of your eyes and head, allowing you to easily spot the competition and make split-second decisions for an even more immersive and realistic gameplay experience.

• Assetto Corsa
• Assetto Corsa Competizione
• F1 2023
• F1 2022
• iRacing
• Dirt 5
• Project Cars 3

Driving Simulation Games
Elevate your driving simulator experience with our head and eye tracking features. Control your in-game camera with the movements of your eyes and head, allowing you to look around your vehicle and check your mirrors for a more realistic and immersive gameplay experience.

• Euro Truck Simulator 2
• American Truck Simulator
• Farming Simulator 22
• BeamNG.drive
• Bus Simulator 21 Next Stop
• Dirt 5

FPS Games
Dominate the battlefield with our eye and head tracking features in FPS games. Control your in-game camera with the movements of your eyes and head, allowing you to quickly and easily spot enemies and aim with precision.

• Arma 3
• DayZ
• Insurgency: Sandstorm

Competitive Advantage

Comparison table for Euro Truck Simulator 2 and American Truck Simulator:

Solution	Beam Eye Tracker	TrackIR	Tobii Eye Tracker 5
Type	Software	Hardware & Software	Hardware & Software
Eye Tracking	Yes	No	Yes
Head Tracking	Yes	Yes	Yes
Frame Rate	30 - 120 FPS (60FPS+ for supported high frame rate webcams, e.g. Logitech Brio, ElGato Facecam)	120 FPS	90 FPS
Hardware Required	None (Uses existing webcam or smartphone with webcam app)	IR sensor on monitor and emitter placed on headset or cap	IR device
Setup Complexity	Easy (requires OpenTrack extension)	Moderate	Moderate (potential obstruction issues)
Price	$29.99 one-time ($4.99/month plan available)	~ $150	~ $300
Uniqueness	First-ever gaming eye tracker using your webcam (or smartphone + webcam app)	Highly robust tracking	Eye tracking under very low lighting conditions

Comparison of Top Eye Tracker and Head Tracker Solutions for Euro Truck Simulator 2

Relevant posts with more detailed comparisons and updated comparison tables for each game.
Note: The base structure for each post is the same.
- 3 Best Eye Tracker & Head Tracker Options For Euro Truck Simulator 2
- 3 Best Eye Tracker & Head Tracker Options For American Truck Simulator
- 4 Best Eye Tracker & Head Tracker Options For Star Citizen
- 3 Best Eye Tracker & Head Tracker Options For Assetto Corsa
- …