



eyesite™

The research road to Eyesite, the full story.



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details

Eyesite Research | Eyesite™

The Eyesite flat panel monitor arm is the result of not only superior engineering and design, but of extensive primary and secondary research. That research laid the groundwork for development of an exclusive product that is designed specifically to meet a need in today's marketplace.

Executive Summary

Extensive primary and secondary research drove the development of Eyesite. The most significant conclusions were:

- Additional screen real-estate, either in the form of multiple displays or in the form of larger displays (or both) improves productivity between six percent and 63 percent*
- By adding additional monitors, you can add screen real-estate for additional windows of your core application or for other core applications, and reference documents and email that you would like displayed simultaneously*
- Microsoft researchers have found a tool that can increase your productivity by nine percent to 50 percent and make your workday easier; the researchers conducted user studies that proved the effectiveness of adding a second or even third monitor to your workstation, creating a wide-screen effect.**
- When multiple windows are used for typical work, the standard 17" monitor and smaller are considerably less productive choices than larger options***
- Both widescreen and dual displays were preferred (by users) to single traditional format monitors because they are***:
 - Easier to use
 - More effective
 - Faster
 - Offer more viewable space
- With the costs of larger LCD displays falling, the smaller, (less than 19") monitor is no longer justified in terms of productivity returns and worker well-being***
- As notebooks replace more desktop PCs in the workplace, a larger wide-screen monitor alongside the laptop easily allows for this desktop configuration and could maximize productivity and preference***
- Requirements for height and focal adjustment are different for single vs. multiple displays****
- Multiple displays should 'move as one' and have full "functional focal adjustment"****

* Go big! Large screen displays and multiple displays for workstation applications,

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** Two screens are better than one, Microsoft® Research, 2003

*** A Comparison of Single and Dual Traditional Aspect Displays with a Widescreen Display over Productivity, University of Utah Research Study

**** Design development research conducted with IDEO, Palo Alto CA, 2007

Need based on the realities of the contemporary office.

At Microsoft, researchers in the Visualization and Interaction for Business and Entertainment group (VIBE) found that the modern office work environment is creating demand for expanded display space.

The VIBE studies noted that while computer displays have largely taken over the roles of traditional desktops, typewriters, diaries, filing cabinets, easels, light boxes and artist stations, the average computer screen size is not much larger than a piece of standard U.S. letter-sized stationery (8" x 11"). That, the researchers theorized, is simply not sufficient for today's multi-tasking workers.**

More screen space can mean greater productivity.

Several studies show the significant impact additional screen real-estate can have on worker productivity; among the most frequently cited indicate that multiple displays or larger displays (or both) improve productivity between 6 percent and 63 percent.*

In its series of studies, Microsoft tested expanded display space on workers who had never used anything other than a standard-size monitor. Survey participants were asked to complete several different tasks, switch between tasks, and recall data.

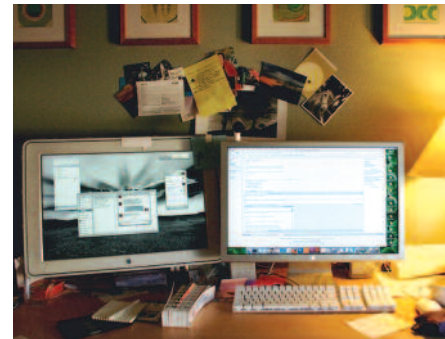
The Microsoft study concluded, simply: increasing a computer user's display space makes it easier for workers to complete their tasks.**

Immediate impact on important, everyday jobs.

Researchers at the University of Utah provided concrete support of the Microsoft findings, in a study of 108 participants working on a series of three common office tasks on single, dual and three monitors:

- Text editing
- Spreadsheet editing
- Presentation editing

The participants' performance was measured in time to start task, time to complete task and number of errors. Each participant was also given a usability questionnaire.



The workers' efficiency on these tasks improved when using multiple panels, at rates ranging between six percent and 33 percent. What's more, users preferred both widescreen and dual-monitor configurations to single traditional format monitors because they offer additional viewable space, making them:

- Easier to use
- More effective
- Faster**

The Utah researchers concluded that when workers use multiple windows for typical work, the standard 17" monitor and smaller ones are considerably less productive choices than larger options. And that, given the falling prices of the larger monitors, the investment in the small units is no longer justified in terms of productivity and worker well-being.

Two (or three) panels are more cost-effective than one.

At Microsoft, the studies showed that multiple monitors arrayed over one desktop creates a wide-screen effect with several clear benefits to workers:

- They provide a much wider horizontal viewpoint for simultaneously displaying additional windows of a single core application or for additional core applications, reference documents and email.

The research also found additional productivity and cost benefits of the multi-monitor system:

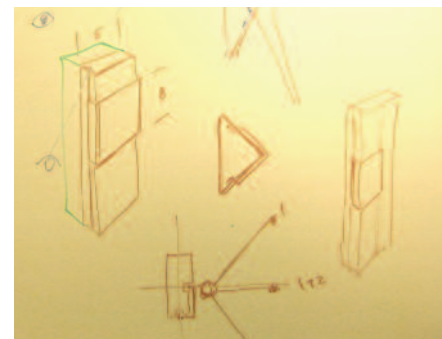
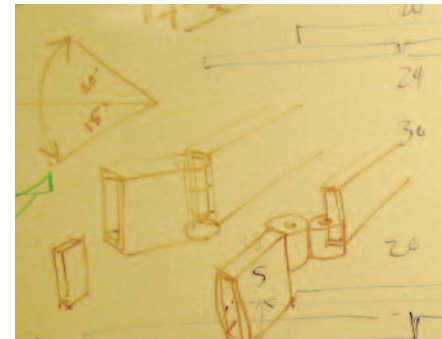
- You can typically achieve more screen area for less cost per pixel.
- Certain applications can enable users to save application configurations or one-click display switching across multiple displays, further boosting efficiency.**

Addressing critical needs.

Proprietary research during Eyesite's product development phase told us that the new product had to address two primary work application needs:

Active applications

This is a very active multiple screen environment where you are truly engaged in multiple applications. Data sharing from one screen to another is constant.



And as such, it's likely to include a lot of dragging and dropping or copying and pasting. This application requires a great degree of adjustability – focal, tilt and height – and can vary from one to three displays, although two is most common. Most office work is an Active application.

Passive applications

In this environment you often view data and information from as few as three to as many as eight displays. But in contrast to an Active application, this application demands less adjustability – primarily tilt and sometimes height. Traders' desks and security stations are common Passive applications.

The Eyesite flat panel arm meets the needs of both applications extremely well.

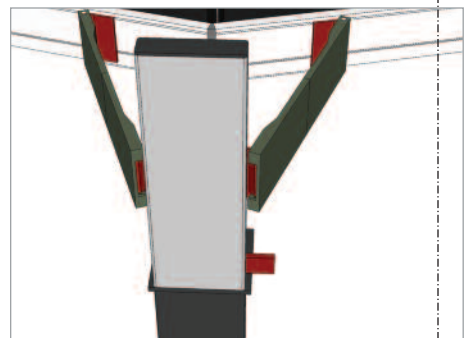
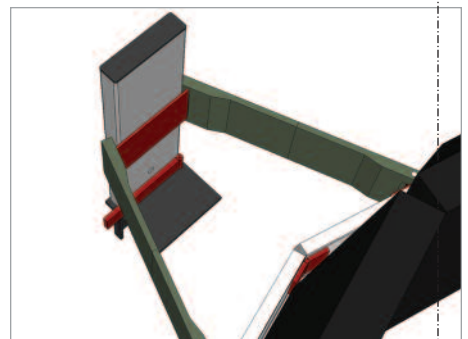
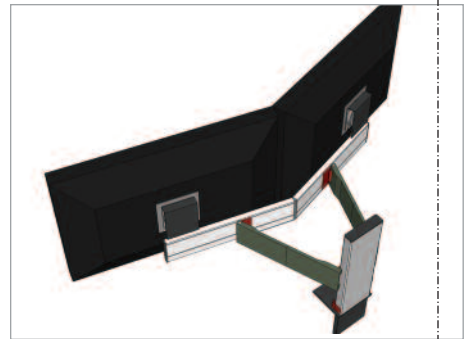
The case for Eyesite.

The case for Eyesite is a strong one. The research proves it. So do the trends.

As notebooks replace desktop PCs in the workplace, a larger widescreen monitor alongside a worker's laptop could help maximize productivity and preference.*** Just keep in mind that:

- Requirements for height and focal adjustment are different for single vs. multiple displays****
- Multiple displays should 'move as one' and have full "functional focal adjustment"*****

Together, all of these realities make the case for Eyesite a strong one indeed.



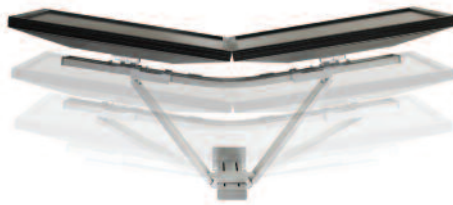
*Go big! Large screen displays and multiple displays for workstation applications. © 2006 Hewlett-Packard Development Company, L.P.

** Two screens are better than one, Microsoft® Research, 2003

***University of Utah – 'Productivity and Multi-Screen Computer Displays', 2004: tc.eserver.org/25325.html

**** Design development research conducted with IDEO, Palo Alto CA, 2007

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