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Press release

13 new design wins, referring to all car models on a new platform

Smart Eye has, together with a leading Tier 1-supplier, been selected as a supplier of second-generation's eye-tracking to a European premium vehicle manufacturer. This is the first time ever that eye-tracking software is being procured for all car models of a production platform at the same time. That's why the number of design wins becomes so high, 13.

In total, Smart Eye has now received 16 design wins, of which 14 in 2017. The launching plan for the now procured car models will start in mid-2019 and thereafter run according to the car manufacturers regular launch plan. This completed procurement is one in the line of several of now ongoing international procurements where global vehicle manufacturers are establishing supplier relationships for the first and second generation of driver monitoring systems. Smart Eye is well positioned for continued success in ongoing and upcoming procurements.

"We are both proud and honored by the fact that despite tough competition we have been chosen to deliver the next generation eye-tracking system for passenger cars. It is also a milestone for us to become a supplier to a car manufacturer outside Germany. It is our system's reliability and technical height, combined with our experience as a supplier of the first-generation eyetracking system to demanding German manufacturers, which has enabled us to qualify as a credible supplier of yet more complex driver assistance systems for this new customer. We clearly see the challenges and will face it with humble anticipation, bringing all our experience from existing car programs to the new platform. The fact that an entire car program is procured at the same time, we also see as a sign of that the market is getting more mature. There are long-standing plans for driver monitoring cameras to be included in the criteria for the grades awarded by Euro NCAP, which thereby support the thesis that driver monitoring cameras will be as obvious as seat belts and airbags in cars in the future," says Martin Krantz, CEO of Smart Eye AB.

The procured eye-tracking system is the first procured for what is commonly referred to as the second-generation driver monitoring cameras, which compared to the first generation means higher camera resolution, more powerful computing platform, improved performance and support for more features. In addition to supporting autonomous driving, the eye-tracking system can also be used to enhance the user experience through a more adaptive and intuitive user interface. Unlike the first-generation eye-tracking systems, which is basically limited to ensuring that the driver is not drowsy or asleep, the second generation systems can help maneuver the car's internal functions. For instance, it will be possible for the driver to with the help of the gaze and different combinations of gestures, touch or voice, raising the volume or maneuvering between the car's menus and apps.

For more information

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About Smart Eye

Smart Eye develops and markets eye tracking systems that can measure and calculate a person's gaze. Today the company has two business areas: Research Instruments and Applied Solutions. Within Research Instruments, Smart Eye provides advanced eye tracking systems to measure and analyse human behaviour. Within Applied Solutions, Smart Eye provides eye tracking software for integration in vehicles.

Smart Eye was founded in 1999, since when it has become established as one of the leading players for eye tracking analysis of human behaviour. This is based on advanced technical software for eye tracking systems, as well as longstanding experience in this industry. From an early stage, Smart Eye has focused on developing eye tracking for the automotive industry and today is one of the few companies in the world with eye tracking systems for integration in vehicles that live up to the extensive requirements set by the automotive industry. Smart Eye currently has 16 design wins concerning serial delivery for passenger vehicles from four global automotive Groups. <http://corp.smarteye.se>

Smart Eye is listed on First North. Erik Penser is Certified Adviser and can be reached at +46-8-463 8000.

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