

## Smart Eye releases Smart AI-X, a plug-and-play, production-ready driver monitoring hardware and software suite for the NVIDIA DRIVE IX SDK



*Smart Eye has pioneered the automotive Driver Monitoring market and is now taking the next step – AI-based Driver Monitoring for the automotive mass market.*

Smart Eye is excelling in the competitive Driver Monitoring market by rapidly adapting to customer requirements and solving difficult corner cases using the latest techniques in Deep Learning brought forth by NVIDIA, a leader in AI computing.

Smart Eye offers customers its industry leading eye tracking algorithms together with its tested and optimized hardware – a solution which is now available on the NVIDIA DRIVE IX platform. The hardware and software suite, packaged as Smart AI-X, will allow the automotive industry to rapidly test, benchmark and validate AI-based Driver Monitoring for production.

“We are extremely proud of our work with the world’s unchallenged leader in AI, NVIDIA, as we strive to make superior solutions with the best possible performance that drives the automotive industry towards increased safety. That is why we are passionate about Driver Monitoring through Deep Learning,” says Martin Krantz, CEO of Smart Eye.

“Smart Eye brings a wealth of knowledge in driver monitoring systems for the automotive market,” said Rishi Dhall, senior director of business development at NVIDIA. “Smart AI-X together with the NVIDIA DRIVE IX software development kit will make in-car safety profoundly robust and diverse.”

Smart AI-X is based on Smart AI, an AI platform product for use in vehicles’ in-cabin environment launched by Smart Eye in 2017. Now, as a result of further developments in the form access to the high performing DRIVE IX platform from Nvidia and automotive level eye tracking hardware and software tuned for optimum performance from Smart Eye, Smart AI-X is launched. This is a plug-and-play Driver Monitoring hardware and software suite that will enable any automotive OEM or supplier using NVIDIA DRIVE IX to rapidly prototype and develop a high performing, state-of-the-art Deep Learning-based DMS. The technology will read the driver’s conscious and subconscious state of mind and adapt both the user experience and the self-driving parameters to better fit each individual driver.

### For more information

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### About Smart Eye

*Smart Eye was founded to bridge the gap between man and machine for a better tomorrow by developing ground breaking eye tracking technology that understands, assists and predicts human intentions and actions, through combining deep, technical knowledge with playful creativity. Smart Eye consists of two business units. Research instrument, that offer high performance in complex, real-world situations, paving the way for new insights in aerospace, aviation, automotive, psychology, neuroscience, medical and clinical research. Business unit Applied Solutions supplies embedded software in next generations cars, helping the automotive industry take another step towards autonomous vehicles.*

*Founded in 1999, Smart Eye has offices in Gothenburg, Sweden and Michigan, USA as well as having partners, resellers and distributors in Europe, USA and APAC. Its solutions are used by several hundred large clients all over the world, by leading research groups, brands and labs such as US Air Force, Nasa, BMW, Lockheed Martin, Audi, Boeing, Volvo, GM, and many more.*

[www.smarteye.se](http://www.smarteye.se)

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