



## PRESS RELEASE

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# Smart Eye (publ) supplier to Volvo Cars' Drive Me project

**Smart Eye is cooperating with NVIDIA to deliver logger camera systems to Volvo Cars Drive Me project. The system is cost efficient and the cameras so small they can easily be integrated seamlessly into the interior design.**

Drive Me is a project with 100 autonomous cars in Gothenburg managed by Volvo Cars.

The cameras in the system are based on the lens-on-chip technology which means that lens and lens housing are built directly on the camera's image sensor. The technology has so far mainly been used in cell phones but research is ongoing to qualify it for the demanding automotive industry.

The self-driving cars in the Drive Me project will be equipped with logger systems, with cameras of the new kind and cameras of the traditional design. The order comprises a platform which enables recording, real time compression and advanced in-car AI functionality such as eye tracking, with software from Smart Eye. NVIDIA DRIVE PX 2, an AI car computing platform, is coupled with Smart Eye's software.

*"Volvo Cars is in the forefront in terms of self-driving cars and we are proud to have the chance to deliver this new and exciting technology to them. We look forward to our participation in the Volvo Drive Me project as it's an important step on the road to fewer road accidents and road infrastructure safety",* says Martin Krantz, CEO of Smart Eye.

*"Our collaboration with SmartEye for Volvo Cars' Drive Me project is key to an advanced in-car AI platform that will push the boundary of vehicle experience and safety,"* said Rob Csongor, vice president and general manager of Automotive at NVIDIA.

*This information is information that Smart Eye AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out below, at February 8<sup>th</sup> 2017 kl 14:30 CET.*

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## About Smart Eye AB

Smart Eye develops and markets systems for eye tracking, that is, system that can measure and calculate the exact location of what a person is looking at. The company currently has two business areas: Research Instruments and Applied Solutions. Research Instruments provides Smart Eye eye tracking-systems for advanced measurement and analysis of human behavior. Applied Solutions provides Smart Eye eye tracking software for integration into vehicles. Erik Penser is Certified Adviser and can be reached at 08-463 8000.