



PRESS RELEASE

Göteborg, 18 August 2017

Smart Eye awarded new design win from European premium vehicle manufacturer

Together with a leading Tier 1 supplier, Smart Eye has been chosen to supply Driver Monitoring systems for a vehicle model based on the vehicle manufacturer's next production platform that is expected to go into production in 2019.

The vehicle manufacturer is a new OEM for Smart Eye, which already has received two design wins with two other vehicle manufacturers. Overall, three vehicles manufacturers in the premium segment have chosen Smart Eye as a supplier of DMS software, an important component of the next-generation of active security systems and semi-autonomous vehicles. Smart Eye, in conjunction with the Tier 1 provider, will immediately start developing the system.

"We are very proud and see it as proof of the strength of Smart Eye's technology that we have been chosen once again by an important OEM in the premium vehicle segment in the face of very tough competition. We are looking forward to the opportunity of working with some of the world's leading engineers to advance the limits for self-driving cars and active safety systems. The current situation in the premium vehicle segment is very interesting - with a high level of activity and where several players are in the process of selecting their supplier relationships," says CEO Martin Krantz.

This information is information which Smart Eye AB (publ) is required to disclose under the EU Market Abuse Regulation. The information has been provided by the contact person below for publication on 18 August 2017 at 13:30 CET.

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About Smart Eye AB

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. Erik Penser Bank is the company's Certified Adviser and can be contacted on +46 (0)8-463 8000.