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Press release

Smart Eye showcasing groundbreaking automotive eye-tracking tech at CES 2018

Smart Eye, industry leading supplier of eye-tracking technologies to the automotive industry, will showcase its latest Driver Monitoring Systems (DMS), High Precision Gaze tracking and Face ID technologies together with partners at the 2018 Consumer Electronics Show (CES) in Las Vegas.

The demonstrations at CES follow upon 16 Smart Eye generated technology design wins, of which 14 in 2017 only. Together with a leading Tier 1 supplier, Smart Eye was recently chosen to deliver the second-generation eye-tracking system to a European premium vehicle manufacturer in a procurement for all car models of a production platform at the same time. The completed procurement has firmly established Smart Eye as the industry leading developer of technology that understand and interprets the driver and is one in the line of several now ongoing international procurements where global vehicle manufacturers are establishing supplier relationships for the first and second generation of driver monitoring systems.

At CES 2018, Smart Eye will be showcasing its technology through advanced demonstrations with the Automotive Tier 1 suppliers **Aptiv** (formerly known as Delphi) and **Visteon**.

Aptiv's demonstration will be showcasing a production-ready, state of the art Driver Monitoring System with safety features enabled by Smart Eye's software. *The Aptiv demonstration will be held at LVCC, North Plaza – NP-1 and NP-17.*

Visteon will be demonstrating a second-generation multi-camera solution with Face ID and Precision Gaze for HMI. *The Visteon demonstration will be held at LVCC, Central Plaza - CP-20.*

Martin Krantz, CEO of Smart Eye, says: "We are excited to showcase our technology together with leading partners at the 2018 CES. 2017 was the year when Smart Eyes technology was introduced to the market in first generation Driver Monitoring Systems and became part of the safety roadmap for the majority of cars through the Euro NCAP roadmap release. 2018 will be an even more thrilling year as Smart Eye's Driver Monitoring technology and Smart AI solution will provide technology supporting the introduction of Head Up Displays with Augmented reality functions, convenience features based on Face ID and safety applications that reads the Driver state and adapts the experience accordingly."

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 consist of two business units. Its research instruments 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 are embedded in next generation vehicles, 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 more than 700 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.

<http://smarte.se/>

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