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Press release

Smart Eye provides industry leading Face ID, Eye and Head tracking on NXP i.MX 8 applications processors

At this week's CES 2018 exhibition and conference, in Las Vegas, NXP will feature Smart Eye Face ID, Driver Monitoring and High Precision Gaze tracking on NXP i.MX 8 applications processors.

"The collaboration between NXP® Semiconductors and Smart Eye is a great example of the evolving eco system that will make it possible to introduce Driver Monitoring and Interior sensing as a standard feature in all cars," says Martin Krantz, CEO, Smart Eye. "For automotive OEM's the ability to run the most robust and high-performing Driver Monitoring algorithms on a state of the art, general purpose platform, provides outstanding performance with optimal flexibility and future proof technology."

Smart Eye's Driver Monitoring technology provides the sensors and technology which supports the introduction of Face ID and Safety applications such as Drowsiness and Inattention. The advanced features take advantage of the processing power and flexibility of the NXP i.MX 8 series, and its feature and performance scalable multicore platform that includes single-, dual- and quad-core families based on the Arm® Cortex® architecture, including combined Cortex-A72 + Cortex-A53, Cortex-A35 and Cortex-M4 based solutions for advanced graphics, imaging, machine vision, audio, voice, video and safety critical applications.

"Our scalable multicore platform supports single modality interior sensing and can scale for multi sensing applications. With Smart Eye's Driver Monitoring technology running on the i.MX 8 applications processor, users will experience optimal safety critical applications as well as Face ID and Precision Gaze for HMI," says Ron Martino, Vice President, i.MX Applications Processor Product Line at NXP.

The demonstration can be found at the NXP booth LVCC, Central Plaza, CP-25.

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://smarteye.se/>

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