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Press release

## Smart Eye's technology continues to defend its position

*The Embedded World Congress in Nürnberg has just finished, the world's largest exhibition for embedded systems. Autonomous vehicles are at the moment the biggest development area in digital technology and electronics, and therefore also the obvious theme for this year's conference. Smart Eye was represented by its partner NXP.*

Following the CES (Consumer and Electronics Show) in Las Vegas in early January, Embedded World Congress was this year's next major trade fair in electronics and digital technology. Once again, digital solutions for the automotive industry were at the heart of everyone's interest. Like at CES, Smart Eye was represented by the semiconductor manufacturer NXP. Smart Eye's technology for head- and eye-tracking was showcased together with NXP's i.MX8 application processor.

"Once again being selected to showcase our safe, reliable and high-quality head- and eye-tracking technology is incredibly gratifying. It once again consolidates our technology's competitiveness in the automotive industry. Smart Eye offers a platform-independent software, which strongly contributes to our position as a key partner in the emerging ecosystem of driver monitoring technology," says Martin Krantz, CEO Smart Eye.

In total, Smart Eye's driver monitoring technology has so far achieved 16 design-wins, of which 13 is for the second generation's eye-tracking technology for all car models of a new platform. The many design-wins has contributed to firmly establish Smart Eye as the industry leading developer of technology that understand and interprets the driver. Further international procurements are currently ongoing, in which the global vehicle manufacturers are establishing supplier relationships for the first and second generations driver monitoring systems. Smart Eye is well-positioned to achieve further successes in these processes.

### 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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*Smart Eye's head- and eyetracking-technology was showcased in NXP's booth at Embedded World Congress in Nürnberg.*