

## Smart Eye awarded new design win from existing customer

*Smart Eye has been rewarded with yet another design win from an existing customer for an additional model on the same platform as the company's previous design win. The European premium car manufacturer has now decided to add another car with a driver monitoring system to its launch plans for 2018. This new success once again confirms Smart Eye's position as the leading provider of eye-tracking technology for driver monitoring systems.*

"It's gratifying to have an existing customer reward the hard work we put into the development project for the first model by deciding to include our eye-tracking technology in yet another model. We are hopeful the same customer will turn to us in the future when it equips additional models on the same platform with driver monitoring systems. It is also positive that this type of additional sale to an existing customer results in a shorter lead time from design win to production start," says Martin Krantz, CEO of Smart Eye AB.

This is the first design win of 2018 for Smart Eye's driver-monitoring technology, following 14 wins in 2017. Altogether, Smart Eye has received a total of 17 auto industry design wins. These multiple design-wins have helped firmly establish Smart Eye as the industry-leading developer of driver monitoring technology. Further international procurements are currently ongoing, with various global vehicle manufacturers establishing supplier relationships for both the first- and second-generation 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 groundbreaking eye tracking technology that understands, assists and predicts human intentions and actions. Through combining deep, technical knowledge with playful creativity, Smart Eye consists 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://corp.smarteye.se>

Smart Eye is listed on First North. Erik Penser is Certified Adviser and can be reached at +46-8-463 8000.

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