

Gothenburg, June 18, 2018

**Press release**

## Two more Smart Eye-equipped cars launched this month

Two more Smart Eye-equipped cars have been launched this month by a European car manufacturer. This means that three, out of Smart Eye's total of 17 car design wins, now have been officially launched. The first car with Smart Eye technology was launched by another car manufacturer in September 2017. The multiple launches strongly confirm Smart Eye's position as the industry-leading developer of driver monitoring technology to the automotive industry.

Imagine going for a first drive in your brand-new car. Image the smell of new leather seats, the roaring engine and that fine-tuned dashboard. But that's not all, your car is also equipped with artificial intelligence (AI). Not only programmed to recognize your voice or taste in music but to make sure you stay alert on the road. Through precise eye tracking it will know if you're tired, drowsy or simply not paying attention to the road ahead of you. And it will warn you, keeping you safe, as your car is equipped with Smart Eye technology.

*"We're strong advocates of using the latest scientific advances within AI, computer vision, and advanced hardware to help save lives on the road. Thus, it's great to see yet two more cars being launched with our eye-tracking technology among its enhanced active safety features,"* says Martin Krantz, CEO of Smart Eye.

Smart Eye is prevented from disclosing the name of the manufacturer at this time.

Smart Eye's driver monitoring technology has received a total of 17 auto industry design wins so far, including 13 for the company's second-generation eye-tracking technology, which will be included in all car models of a new platform.

The new launches and the multiple design wins firmly establish Smart Eye's position 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 ground breaking 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, Michigan, USA and Tokyo, Japan 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/>

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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