

Smart Eye and NXP in-car AI technologies deliver Advanced Driver Monitoring and Interior-Vehicle Sensing at CES 2019

Smart Eye Driver Monitoring and Interior-Vehicle Sensing solutions coupled with NXP's powerful i.MX 8 and 8X applications processor families move-the-needle in advanced Driver Monitoring capabilities for next generation vehicles.

Smart Eye's technology for head and eye tracking will be showcased together with NXP's i.MX 8 and 8X application processor families at CES Las Vegas (see location below).

Smart Eye's AI-powered driver monitoring eye tracking technology enables safety applications such as drowsiness and inattention detection coupled with in-car Face ID for unparalleled safety and reliability. Utilizing advanced IR-based cameras, the system is inherently spoof-resistant. These advanced features take advantage of the performance and scalability of the i.MX 8 and 8X families of automotive qualified applications processors, working seamlessly with the advanced SafeAssure® capabilities of the i.MX 8 family, enabling customers to deploy advanced Driver Monitoring capabilities across a wide range of vehicle types.

"Smart Eye and NXP has a long history of excellent collaboration and at CES we are proud to showcase the next generation of platform-independent eye tracking software for the automotive industry. The next generation of AI-powered driver monitoring technology and interior sensing is here and not going away" says Smart Eye CEO Martin Krantz.

Smart Eye's Driver monitoring and interior-vehicle sensing technologies form a key part of the i.MX 8 and 8X Driver Experience Domain showcases at CES. The showcase is anchored on NXP's highest performance i.MX 8 family processor, the i.MX 8QuadMax, as part of a future-concept automotive dashboard which includes Virtualized Linux and Android running 3D-enabled Cluster, Infotainment and Vehicle Control systems, NXP's car audio solutions and integrated Amazon Alexa voice control. The Dashboard integrates three never before seen automotive grade LCDs with variable geometry, showcasing what the future of Automotive Driver Experience's will look like.

"i.MX 8 and 8X families are scalable automotive platforms which can run a variety of Interior-Vehicle sensing technologies. With Smart Eye's Driver Monitoring technology, users will experience optimal safety critical applications integrated with full, multi-screen and voice enabled eCockpit experiences," said Ron Martino, Vice President, i.MX Applications Processor Product Line at NXP.

The demo with Smart Eye and NXP will be found at the Central Plaza 18 during the CES 2019 event. Contact Smart Eye's CES team here for more information: <http://smarteve.se/ces2019/>

For more information

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About Smart Eye

Bridging the gap between man and machine since 1999. Smart Eye develops artificial intelligence (AI) powered eye tracking technology that understands, assists and predicts human intentions and actions. By studying a person's eye, face and head movements, our technology can draw conclusions about an individual's alertness, attention, focus and gain insights into a person's awareness and mental status.

Today, our eye tracking technology is embedded in the next generation of vehicles, helping the automotive industry take another step towards safer and more eco-friendly transportation. Our research instruments offer unparalleled performance in complex, real-world situations, paving the way for new insights in aerospace, aviation, psychology, neuroscience, medical and clinical research.

Smart Eye is headquartered in Gothenburg, Sweden and has offices in Michigan, USA, Tokyo, Japan and Chongqing, China, 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.ai>

*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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