

# Smart Eye announces one of its OEM:s

**Today Smart Eye announces one of its original equipment manufacturer (OEM), the BMW Group. A corporation that has, due to Non-Disclosure Agreements, not been named until now.**

The first two car models that are released and includes Smart Eye's Driver Monitoring System (DMS) are the new BMW X5 and the BMW 8 series. Deliveries of the BMW X5 and the BMW 8 series started during the fall of 2018.

Smart Eye's DMS technology will aid gaining insights into the driver's attention state, focus and drowsiness on the road, understanding and assisting the driver in necessary situations, fulfilling the criteria of the new EU car safety agenda.

Smart Eye is proud to be an entrusted partner for the future generation of semi-autonomous cars together with the BMW Group, paving the way for a high-quality and safe drive.

## For more information

Martin Krantz, CEO Smart Eye AB  
Phone: +46 70-329 26 98  
Email: [martin.krantz@smarteye.se](mailto:martin.krantz@smarteye.se)

## 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 or [certifiedadviser@penser.se](mailto:certifiedadviser@penser.se).*