

Automotive design win for Smart Eye with Japanese OEM and European OEM

Smart Eye will deliver Driver Monitoring System (DMS) to a new automotive platform shared between one of Japan's and one of Europe's largest OEMs, set to launch in two new car models. The estimated revenue of the order is 150 MSEK based on estimated product life cycle projections. The potential of further design wins on the existing platform is estimated at 500 MSEK while the potential for all cars on all platforms is 2,3 Billion SEK.

The first model to include Smart Eye's DMS software has a planned start of production (SOP) by the end of year 2020 and is launched by the Japanese OEM. The second car model will be launched by the European OEM with an SOP in the middle of year 2021. The two car models are intended for the mass-market segment. Smart Eye has been working with a major Tier 1 supplier to secure the design-wins. '

"These new design wins are both a testament to the strength of Smart Eye's technological level, and also the results of strategically focusing on the automotive mass market segment, a decision taken as a reaction of the market shift from premium to mass market that started last year. Our technology stands strong in the face of competition and our expansion into Japan is another major step for us as the market evolves. We intend to take the momentum of these recent wins and carry it forward to solidify our market leading position by further strengthen our offering" says Martin Krantz, CEO of Smart Eye.

Altogether, Smart Eye has received 45 automotive industry design wins from eight OEMs, making the company the market leader in driver monitoring technologies. The total potential value of Smart Eye's design wins exceeds 1,15 billion SEK. Furthermore, Smart Eye has six car models launched.

"I am proud of how the team has handled the very difficult challenge of winning the trust of a very demanding and experienced Japanese OEM. These design wins prove that we are continuing to take great steps towards solidifying Smart Eye as a strong partner to customers in Japan. We are excited about the opportunities ahead." says Kazuko Ogawara, General Manager for Smart Eye Japan Co. Ltd.

Smart Eye will deliver a so called second generation DMS to the automotive platform, an in-car AI function facilitating better driver safety and driver experience. The system includes gaze tracking and Face ID, preventing driver distraction and inattention.

"We are excited about how our technology, after an extensive and very competitive technical evaluation process, is now selected as second generation DMS for two very large OEMs. Especially since the Japanese OEM brought with them a lot of experience and competence from their previous work with driver monitoring systems. This is a significant acknowledgment on our capabilities of being

a strong technology partner to our customers globally.” says Daniel Åman, Vice President for Automotive Solutions.

For more information

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About Smart Eye

The leading interface between human and artificial intelligence. 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. This information was published on May 15, 2019 at 09:15 am (CET).