



Press release

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Tobii secures DMS design win with a European commercial vehicle OEM

Tobii, a global leader in eye tracking and pioneer in attention computing, has secured a new design win to supply driver monitoring system (DMS) software to a European commercial vehicle OEM. Production for six commercial vehicle models is scheduled to start by late 2025.

Tobii's design win with the OEM stems from a collaboration with the world's largest automotive Tier 1 supplier, with whom Tobii has an established partnership.

"We are proud of this achievement and look forward to providing our DMS solution to this OEM. Tobii is well-positioned to deliver a high-quality DMS solution with flexibility for easy integration in multiple vehicle models and cabin types", said Anand Srivatsa, CEO of Tobii. Increasing traffic safety and making driving more comfortable for professional drivers is a critical task, and we look forward to seeing the Tobii DMS software fulfill this mission."

Tobii, with its automotive business segment Tobii Autosense, is one of the leading players in automotive interior sensing and now counts eight OEMs and three automotive Tier 1s as customers. Tobii Autosense has design wins across more than 100 vehicle models with both driver monitoring systems (DMS) and occupant monitoring systems (OMS) shipping in vehicles on the road.

Read more about Tobii's automotive offering [here](#).

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About Tobii

Tobii is the global leader in eye tracking and pioneer of attention computing. We are on a mission to improve the world with technology that understands human attention and intent. Creating tech for a better future, our technologies and solutions apply to areas such as behavioral studies and research, healthcare, education and training, gaming, extended reality, automotive, and many more. Tobii's eye tracking is used by thousands of enterprises, universities, and research institutes around the globe. Headquartered in Sweden, Tobii is listed on Nasdaq Stockholm (TOBII). For more information: www.tobii.com