

Smart Eye Unveils World-First Multimodal Automotive AI Agent Combining Human, Vehicle and Environmental Context

First public demonstration at InCabin Europe shows how combining context from people, the vehicle and its surroundings can help automotive AI agents reach useful outcomes more efficiently and become viable for production sooner.

Gothenburg, Sweden – September 23, 2026 – Smart Eye, the leading provider of Human Insight AI, today announced a new technology demonstration of a multimodal in-cabin AI agent that can interpret context, decide what to do next and take action. The technology will be presented publicly for the first time at InCabin Europe 2026.

The agent draws on multiple sources of input, including voice, driver identity, gaze, attention, emotion, driver state and occupancy, alongside information from the vehicle's interior and exterior sensing systems.

This context matters because agentic AI can require significant computing resources, particularly for complex tasks. By enriching each request with multimodal context, the system gives the agent more complete and targeted input, reducing the processing needed to reach a useful outcome. This can bring forward the point at which automotive agentic AI becomes useful.

In Smart Eye's demonstration, the agent carries out tasks through connected vehicle functions and services and creates dashboard widgets using live driver and cabin data. It can also combine gaze with exterior sensing to understand what a driver is referring to outside the vehicle.

Built on many years of experience in understanding human attention and behavioral state, the agnostic platform combines human insight with context from ADAS, vehicle systems and other sensors. It can work with different foundation models, voice systems and agents at the edge or in the cloud.



Press Release
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“Automotive agents become economically viable when the value they create outweighs the cost and complexity of running them,” said Martin Krantz, CEO and Founder of Smart Eye. “Our agnostic platform is the first to combine human, cabin, vehicle and environmental context for automotive agentic AI. We believe this multimodal approach can bring the technology into production much sooner. At Smart Eye we are proud of this world-first release.”

Visitors can interact with the agent at Smart Eye’s booth #305 during InCabin Europe, September 22–24, 2026, at La Farga de L’Hospitalet in Barcelona.

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About Smart Eye

Smart Eye is the leading provider of Human Insight AI, technology that understands, supports and predicts human behavior in complex environments. The company is on a mission to bridge the gap between humans and machines for a safe and sustainable future. Supported by Affectiva and iMotions – companies it acquired in 2021 – Smart Eye's multimodal software and hardware solutions provide unparalleled insight into human behavior.

In automotive, Smart Eye's driver monitoring systems and interior sensing solutions improve road safety and the mobility experience. The company's eye tracking technology and iMotions biosensor software platform are also used in behavioral research to enable advanced research in academic and commercial sectors. In media analytics, Affectiva's Emotion AI provides the world's largest brands and market researchers with a deeper understanding of how consumers engage with content, products, and services.

Founded in 1999, Smart Eye is a global company headquartered in Sweden, with customers including NASA, Nissan, Boeing, Honeywell, Volvo, GM, BMW, Polestar, Geely, Harvard University, 28 percent of the Fortune Global 500 companies, and over 1,300 research organizations around the world.

Visit www.smarteye.ai for more information.

Visit our investor web for more financial information: <https://smarteye.se/investors/>

Smart Eye is listed on the Nasdaq First North Growth Market. The Company's Certified Adviser is Bergs Securities AB.

Attachments

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