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Press release

Smart Eye launches Smart AI

Smart Eye today launches Smart AI, the world's first smart AI platform for use in vehicles' in-cabin environments. The platform enables the automotive OEM's and Tier 1 suppliers to improve future generations' vehicles in terms of safety, comfort and autonomous driving.

Smart AI makes it possible to process real-time data on the status of the driver as well as the passengers inside the vehicle. The platform supports multiple sensors to enable advanced car, driver and passenger engagements.

Smart Eye presents Smart AI today at Nvidia's annual GPU Technology Conference in Munich. The first Smart AI devices were developed for the Drive-Me project and are based on Nvidia's Drive PX 2 Autocruise hardware. The Drive-Me project is the world's first large-scale pilot project for autonomous driving where 100 autonomous Volvo vehicles will be run on public roads in Gothenburg.

The Smart AI platform will complement Smart Eye's existing offerings in the business area Applied Solutions, which provides eye tracking systems for integration in passenger cars and other vehicles.

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Smart Eye develops and markets eyetracking systems that can measure and calculate a person's gaze. Today the company has two business areas: Research Instruments and Applied Solutions. Within Research Instruments, Smart Eye provides advanced eyetracking systems to measure and analyse human behaviour. Within Applied Solutions, Smart Eye provides eyetracking software for integration in vehicles.

Smart Eye was founded in 1999, since when it has become established as one of the leading players for eyetracking analysis of human behaviour. This is based on advanced technical software for eyetracking systems, as well as longstanding experience in this industry. From an early stage, Smart Eye has focused on developing eyetracking for the automotive industry and today is one of the few companies in the world with eyetracking systems for integration in vehicles that live up to the extensive requirements set by the automotive industry. Smart Eye currently has two design wins concerning serial delivery for passenger vehicles from two global automotive Groups.