



PRESS RELEASE

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Tobii reaches key milestone in advancing next-generation interior sensing platform

Tobii has achieved a significant milestone in its development of an advanced interior sensing platform, securing recognition for process maturity in a project with a premium European automotive OEM. The company received ASPICE validation, which assesses system and software development capabilities in the automotive industry. Tobii successfully demonstrated capabilities up to ASPICE CL2, signaling high levels of process maturity and reinforcing the company's adherence to industry standards.

Tobii, the global leader in eye tracking and a pioneer in attention computing, is making strides toward bringing its next-generation interior sensing platform to market. Meeting ASPICE CL2 requirements highlights the company's commitment to high-quality, process-driven development in the automotive sector.

Advancing process maturity with ASPICE CL2

ASPICE (Automotive SPICE) is a process assessment and improvement framework used to evaluate system and software development capabilities within the automotive industry. Established by ISO and IEC in 2005, it provides a structured approach to enhancing software quality and reliability. Tobii's achievement up to ASPICE CL2 underscores its strong process maturity and compliance with industry best practices.

Innovative single-camera interior sensing solution

Tobii's partnership with the premium European OEM aims to deliver an advanced interior sensing platform featuring a single camera in the rear-view mirror, enabling features for both the driver and passengers. This platform is designed to streamline integrations, accelerate time to market, and enhance configurability, ensuring continuous improvements in functionality and quality.

A Tier 1 execution from a Tier 2 provider

While Tobii generally operates as a Tier 2 provider within the automotive industry, the unique circumstances of this project required Tobii to take on a Tier 1 role—meeting the stringent standards of process excellence and quality demanded at this level. This achievement reinforces Tobii's ability to develop and deliver a cutting-edge sensing solution.



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“We’re very pleased with the ASPICE results, which validate the quality of our single-camera interior sensing solution and reaffirm our commitment to delivering high-quality, reliable, and process-driven innovations for the automotive industry”, said Adrian Capata, Senior Vice President, Tobii Autosense. “This milestone is a testament to the maturity of our platform and takes us one step closer to launching the next-generation interior sensing solution.”

“Over a two-year journey, Tobii has built a dynamic development environment for its Driver Monitoring Systems (DMS) and Occupant Monitoring Systems (OMS). This has provided its product teams with the optimal conditions to develop competitive automotive software products that meet the requirements for Automotive SPICE® Capability Level 2”, said Peter Abowd, a certified Principal Assessor of ASPICE and Envorsor’s General Manager of Engineering Excellence.

Tobii, through its automotive business segment Tobii Autosense, is a leading player in automotive interior sensing and has secured design wins for more than 150 vehicle models. Its driver monitoring solutions (DMS) and occupant monitoring solutions (OMS) are currently deployed in over 600,000 vehicles on the road. Tobii is committed towards quality, and continuous improvement, thus ensuring robust software development and adhering to evolving demands of our customers.

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 behavioural studies and research, healthcare, education and training, gaming,



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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.