See further with our groundbreaking eye tracking technology.
This is SMART EYE

- Based in Gothenburg Sweden, with origins from Chalmers Technical University, established 1999
- The company was originally founded to supply the best eye tracking systems on the market to the automotive Industry.
- Over 200 clients and over 500 systems deployed across USA, Canada, Europe and the Asia Pacific Region.
- Today we are the market leader in combined head box, field of view and gaze accuracy for **remote** eye tracking systems.
- 63 Design wins and with production cars
Together with partners industrialize and bring products to market

To deliver the best possible measurement performance to high-end eye tracking customers world wide

Smart Eye Pro – 1-8 cameras (Pro, Dx, XO)
Analysis Software

Embedded Core Software
Professional Services

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Production: Enabling new functionality

- Inattention/Drowsiness detection
- Driver-Vehicle Interaction
- Automated Driving support
- Driver health monitoring
- Driver intention prediction
- Advanced display concepts
  - 3D displays
  - HUD with true overlay
- ...

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Research
SMART EYE Pro / Pro Dx – Remote Multi-Camera Head and Eye Tracking Systems

• Multi-camera (1-8) systems running on a single PC and on a single algorithm
• Different form factor for being least intrusive in any project
• Offering up to 360 degrees head- and eye tracking
• Free camera placement
• Tracking distance between 30 cm – 3 m
• Best combined head box, field of view and gaze accuracy on the market
• Wealth of 135 head- and eye measurement output variables
• Insensitive to ambient light, making it suitable for projects in all levels of darkness and sunlight
• SMART EYE XO - bar tracker beyond 2D
Research: iMotions Software Solutions

Multimodal research in any environment

iMotions reduces the complexity of carrying out multimodal research, enabling a wide array of sensors to be seamlessly connected. By combining these biometric measurements, it's possible to get a better understanding of human thoughts, feelings, and behaviors in any environment.
Research: Scene Camera / ROI Viewing
Research case: Automotive research at VTI Sweden
Production: Case from OEM production program
Camera and illumination on steering wheel column
Head & Eye tracking
Automotive – From research into production cars

The challenge to track all of the population
Thank you for your time!