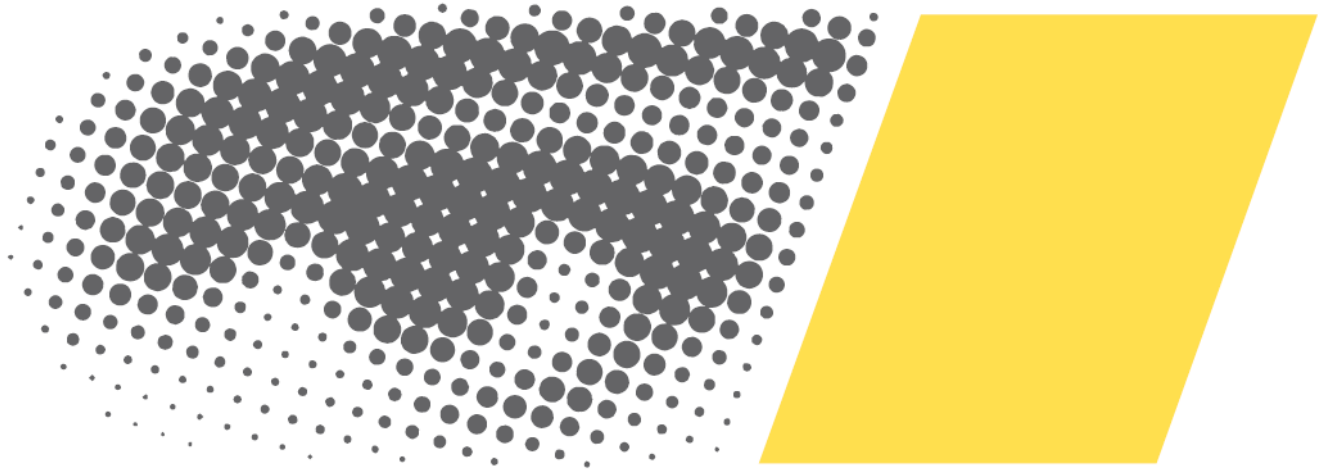
See further with our groundbreaking eye tracking technology.

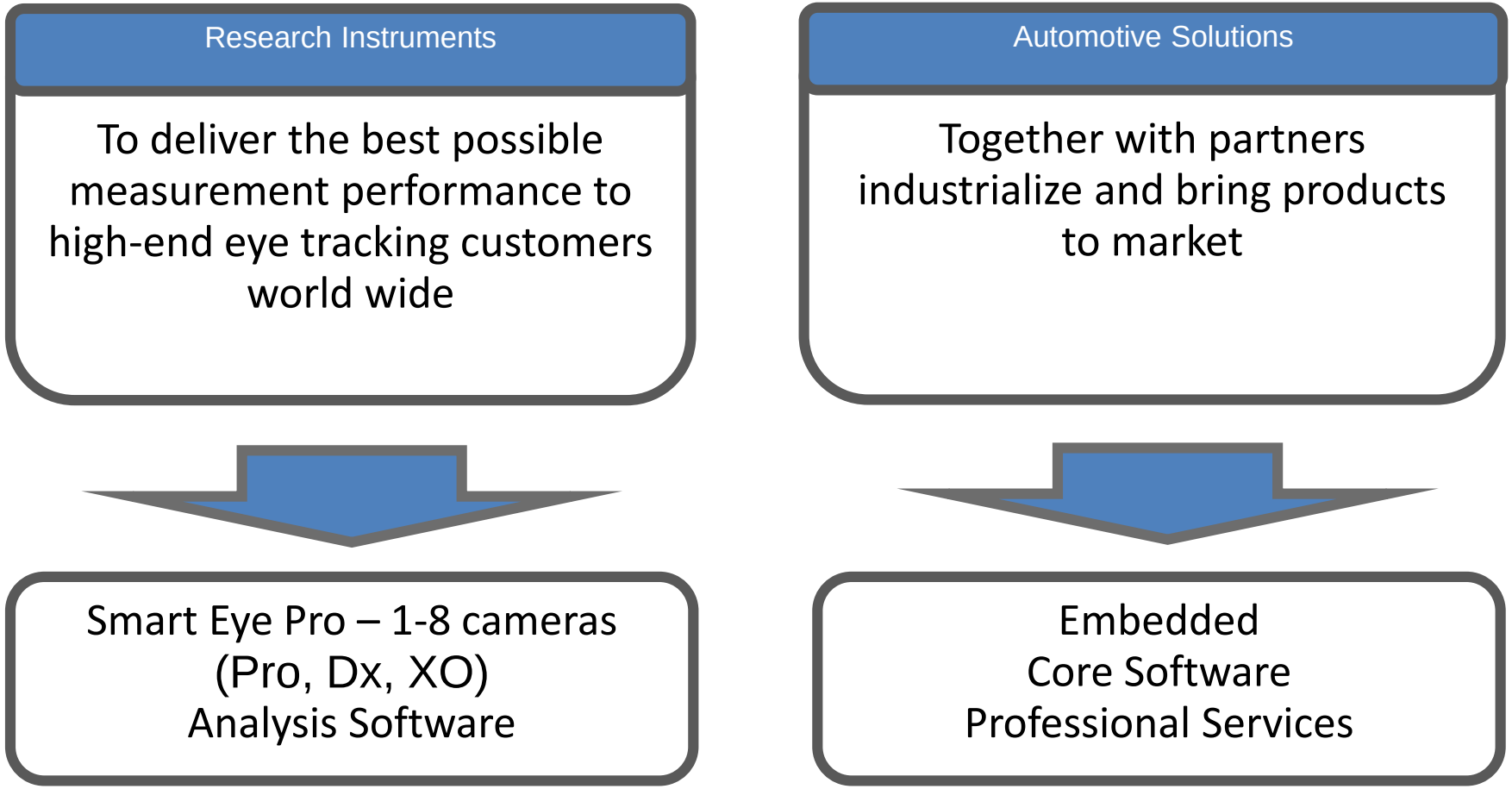


smart eye

This is SMART EYE

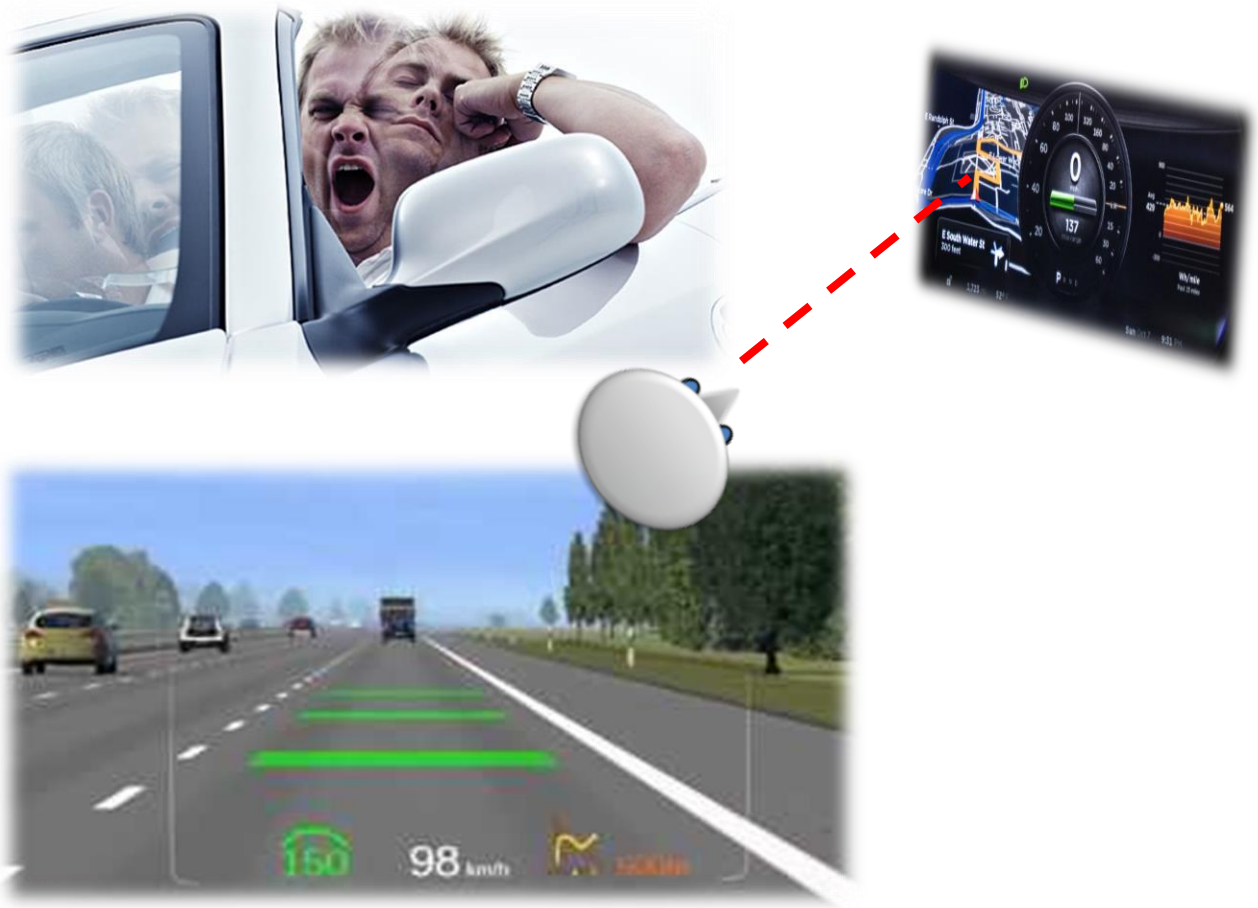
- Based in Gothenburg Sweden, with origins from Chalmers Technical University, established 1999
- The company was originally founded to supply the best eye tracking systems on the market to the automotive Industry.
- Over 200 clients and over 500 systems deployed across USA, Canada, Europe and the Asia 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

BUSINESS UNITS - From research into production cars
Research Instruments and Automotive Solutions



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
- …

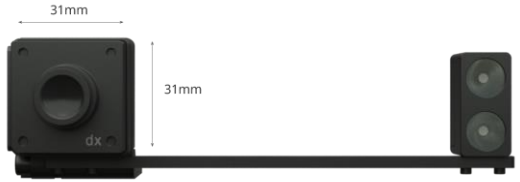


Research

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

Smart Eye XO



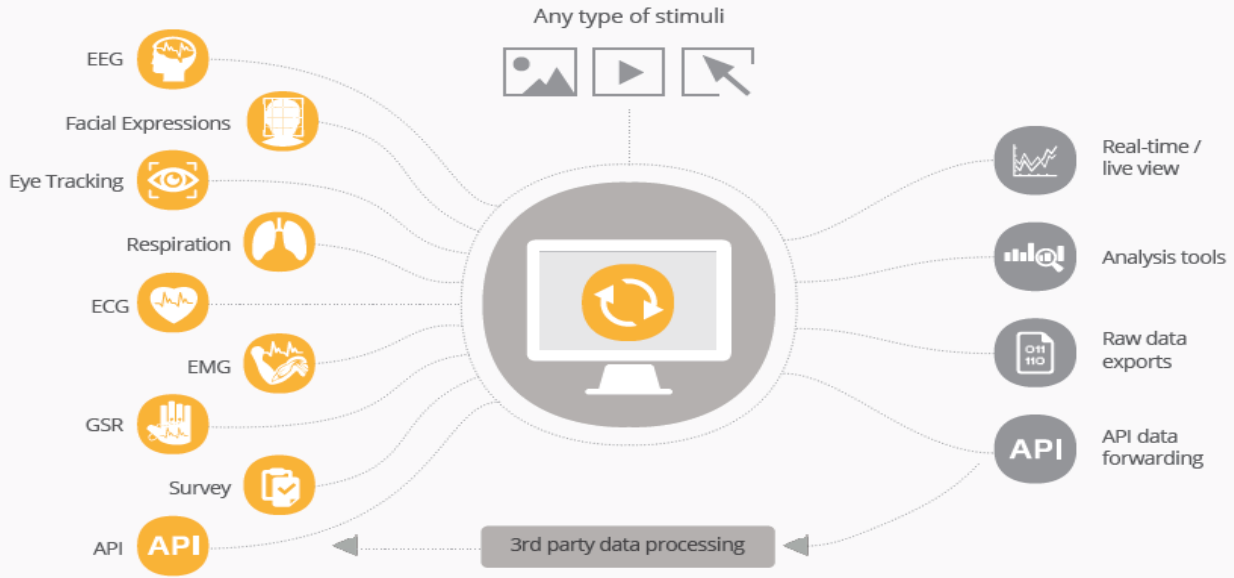
Latest Smart Eye Pro Dx

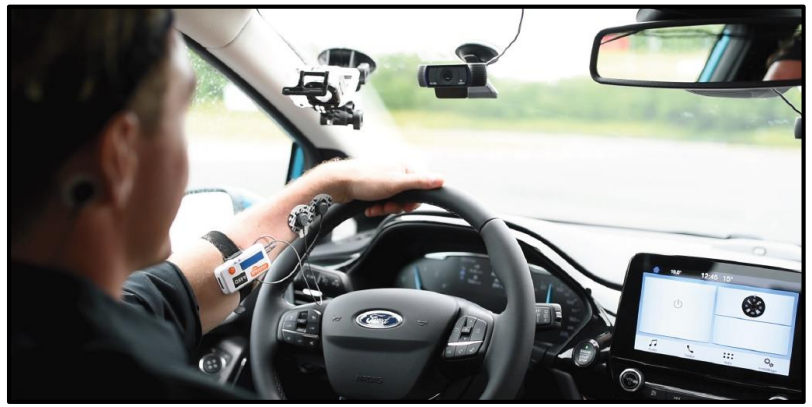
Smart Eye Pro

Research: iMotions Software Solutions

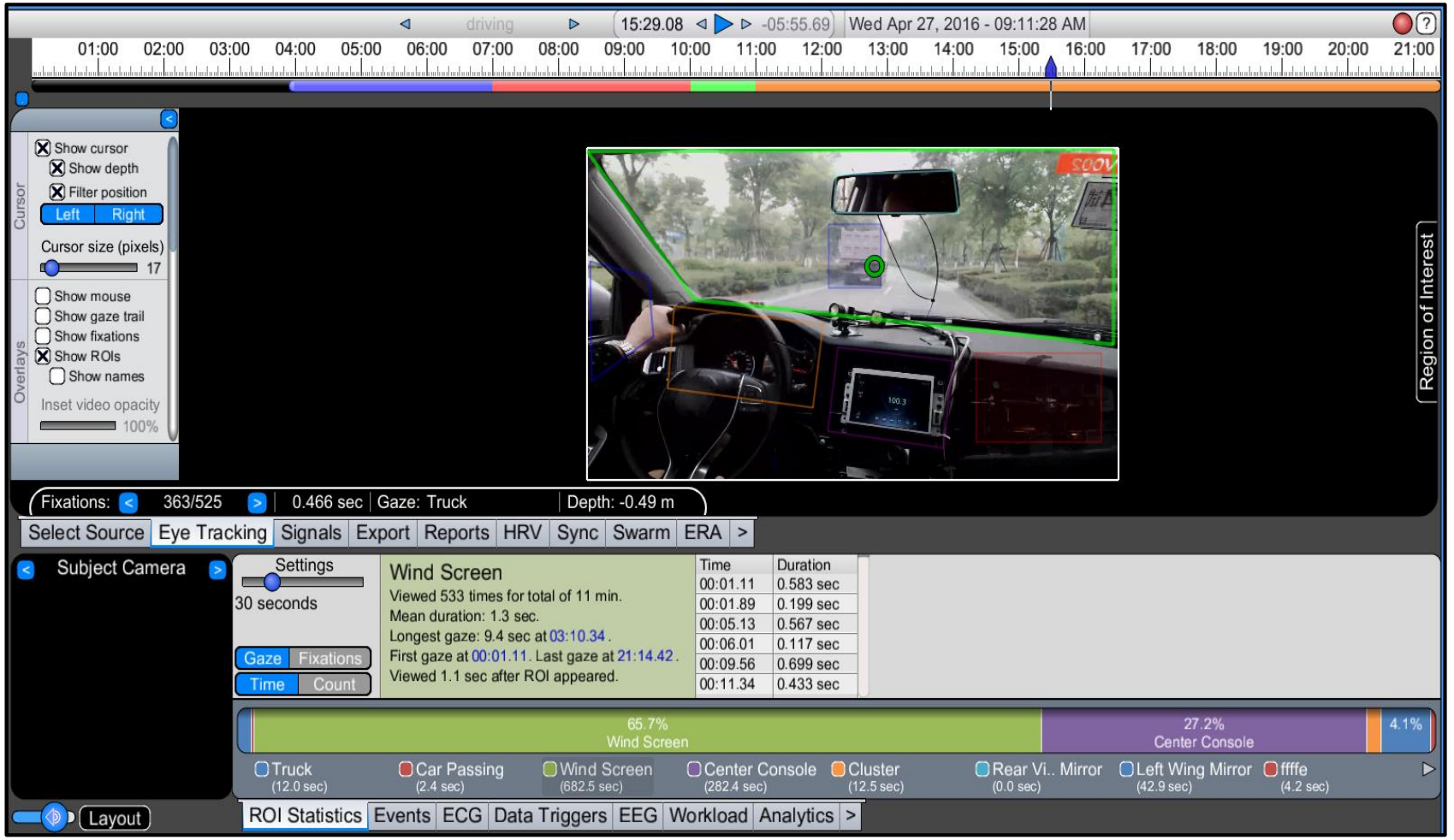
Multimodal research in any environment

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

Example with camera on steering column (with SOP Q1 2019)

Head & Eye tracking

Automotive – From research into production cars

The challenge to track all of the population


Thank you for your time!