

Smart Eye Announces 3 New Interior Sensing AI Design Wins with Major Korean Car Manufacturer

Smart Eye has been selected to deliver its Automotive Interior Sensing AI software, combining Driver Monitoring System (DMS) and Cabin Monitoring System (CMS) functionalities, to three new car models. The estimated revenue of the order is SEK 75 million based on estimated product life cycle projections.

Gothenburg, Sweden – April 16, 2025 – Smart Eye, a leading developer of Driver Monitoring (DMS) and Interior Sensing software for the automotive industry, today announced it will supply its Interior Sensing technology to three new vehicle models by a major Korean car manufacturer with a global manufacturing footprint.

This customer has previously implemented Smart Eye's Interior Sensing AI across multiple models and has now chosen to extend the technology's combined DMS and CMS to additional models.

By expanding monitoring capabilities beyond the driver to the entire cabin, Smart Eye's technology enables a new generation of features designed to improve both safety and user experience. These can include detection of unbuckled seat belts, child seat presence, body positioning, and other occupant activities. This information plays a critical role in enabling intelligent safety interventions and comfort functions.

The new vehicles are scheduled to go into production in 2026. The estimated revenue for the order is SEK 75 million, based on product life cycle volume projections.

With these additions, Smart Eye's Interior Sensing technology has now been selected for a total of ten car models by multiple OEMs.

"We continue to see increased interest from OEMs in gaining a complete view of what's happening inside the vehicle," said Martin Krantz, CEO and Founder of Smart Eye. "That demand is driving a clear industry trend toward combining DMS and CMS, allowing us



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to deliver increased value per car.”

Smart Eye has now received a total of 364 design wins from 23 OEMs. The combined estimated lifetime value from current design wins is now larger than SEK 8.610 billion. The estimated value over the product lifecycle from possible additional design wins with all 23 vehicle manufacturers is SEK 5.640 billion.

For more information:

Martin Krantz, CEO Smart Eye AB

Phone: +46 70-329 26 98

Email: martin.krantz@smarteye.se



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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, 26 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.

This information is information that Smart Eye is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2025-04-16 11:30 CEST.



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Attachments

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