

VI-grade Announces Strategic Partnership with Smart Eye

Leading provider of products and services for system-level simulation to partner with leading manufacturer of high-end eye tracking technology to combine high-end, non-intrusive, eye tracking with best-in-class advanced automotive simulation.

VI-grade, a leading provider of best-in-class software products and services for advanced applications in the field of system level simulation and Smart Eye, a leading manufacturer of high-end eye tracking technology, are joining forces to introduce eye tracking into the high-end automotive simulator market.

“We are proud to announce this partnership with a leader in advanced system-level simulation. Our partnership with VI-grade will allow enhanced driver behavior research for automotive development by including eye-tracking. The partnership enables global OEMs to understand driver behavior on a deeper level than before. We believe that our high standards in designing eye-tracking systems go hand in hand with VI-grade’s uncompromising designs, which include both static and dynamic driving simulation technology. We look forward to benefitting from their global presence in the system level simulations market,” says Solmaz Shahmehri, VP and Head of Research Instruments, Smart Eye.

“This strategic partnership is an important step in the direction of increased understanding of driver behavior in automotive research and development”, says Martin Krantz, CEO, Smart Eye.

“It is my pleasure to announce the collaboration of VI-grade with Smart Eye in providing professional eye-tracking solutions to the automotive community. We are looking forward to leveraging an extended simulation solution featuring our STATIC and DYNAMIC (DiM) Driving Simulator technologies to our mutual customers and to jointly identifying new opportunities in the worldwide market” says Guido Bairati, Vice President of Sales and Marketing, VI-grade.

Smart Eye's eye tracking devices represent an important component of VI-BioTelemetry, an innovative set of tools designed and created by VI-grade capable of recording and evaluating human reactions and body responses to a specific driving scenario. Together with a series of cameras supplied by Smart Eye and located on the dashboard in order to record eye movement, VI-BioTelemetry includes a heart rate measuring device and gloves equipped with sensors that measure skin response. The solution combines dedicated hardware and software equipment for data collection and processing with a full integration within all VI-grade Driving Simulators. To learn more about VI-BioTelemetry, check this video: <https://youtu.be/A2xKrfzmr9Q>

About the STATIC Simulator

The STATIC Simulator by VI-grade is a professional solution that allows OEMs, Tier1 suppliers and Research Institutes to use driving simulator to start bridging the gap between physical testing and simulation. Our STATIC simulator is based on the same VI-DriveSim software package that is used on COMPACT Simulator and on DiM, but is also fully compatible with 3rd party software solutions. This makes it possible to upgrade the static simulator to a dynamic simulator later on, leveraging previous investments. HMI, Vehicle Dynamics, NVH and ADAS are some of the disciplines that could be developed using a STATIC Simulator by VI-grade. Cylindrical screen and professional projectors make it possible to reach very high level of realism and to give driver an immersive driver experience. Thanks to the real-time hardware infrastructure, static simulator is also suitable for software-in-the-loop and hardware-in-the-loop applications. Accessory technologies like VI-BioTelemetry, VI-ActiveSeat and VI-ActiveBelts are also fully compatible with STATIC Simulator. For further information, please visit <https://www.vi-grade.com/en/products/static-simulator/>

About DiM DYNAMIC Simulator

DiM, the family of turn-key, yet open driving simulator solutions from VI-grade, provides automotive engineers with a complete set of innovative, integrated driving simulators for a new generation approach to system-level simulation, allowing companies to bridge the gap between testing and simulation.

The dynamic configuration provides motion feedback to the driver thanks to an innovative nine-degrees-of-freedom moving platform with reduced dimensions and larger displacements, called Driver in Motion (DiM).



Press Release
30 October 2020 10:00:00 CET

Our engineers went beyond the basic six actuators design to provide a larger workspace whilst maintaining high stiffness, in order for the system to be more relevant for low as well as for high frequencies which characterize automotive chassis design. By dividing and conquering the problem, it is now possible to study both vehicle dynamics and ride on the same motion platform with DiM® driving simulators.

The DiM product family is now larger than ever, thanks to the addition of cable-driven simulators that enable to go beyond the mechanical barriers of other simulator architectures, guaranteeing high adaptability and top-class performances. Please go to <https://www.vi-grade.com/en/products/dim-dynamic-simulator/> for more information.

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About VI-grade

VI-grade is a leading provider of real-time simulation software and driver-in-the-loop simulators. Established in 2005, VI-grade delivers innovative solutions for streamlining the transportation vehicle development process from concept to sign-off in the automotive, aerospace, motorcycle, motorsports and railway sectors. With offices in Germany, Switzerland, Italy, UK, Japan, China, and the USA and a worldwide channel network of more than 20 trusted partners, VI-grade is a dynamic and growing company with a highly skilled technical team.

VI-grade is part of Spectris plc, the expert in providing insight through precision measurement. Spectris' global group of businesses are focused on delivering value



Press Release
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beyond measure for all our stakeholders. Spectris is headquartered in Egham, Surrey, United Kingdom; the Company employs approximately 9,000 people located in more than 30 countries.

For further information about VI-grade please visit <http://www.vi-grade.com>.

About Smart Eye

Smart Eye is leading the way towards safe and sustainable transportation. Every year, 1.2 million people lose their lives in traffic-related accidents around the world, another 50 million are injured. Our firm belief is that science and technology can help turning this around.

For over 20 years Smart Eye has developed artificial intelligence (AI) in the form of eye tracking technology that understands, supports and predicts a person's intentions and actions. By carefully studying eye, facial and head movement, our technology can draw conclusions about a person's awareness and mental state. Our eye tracking technology is used in the next generation of cars, commercial vehicles and providing new insights for research within aerospace, aviation, neuroscience and more.

Smart Eye's solutions are used around the world by more than 700 partners and customers, including the US Air Force, NASA, BMW, Lockheed Martin, Audi, Boeing, Volvo and GM.

Visit www.smarteye.ai for more information.

Visit our investor web for more financial information: <http://www.corp.smarteye.se/en/>

Smart Eye is listed on Nasdaq First North Growth Market. Erik Penser is Certified Adviser and can be reached at +46-8-463 8000 or certifiedadviser@penser.se.

Attachments

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