

Smart Eye announces four new design wins from global North American OEM

Smart Eye AB receives four new design wins from a major North American car manufacturer. The order is for four new car models on an existing platform, with an estimated revenue of 100 MSEK, based on forecasts of the estimated product life cycle.

Smart Eye, the leading developer of AI-based Driver Monitoring System (DMS) software to the automotive industry, has received an new order from a major global North American OEM. The new order extends Smart Eye's DMS solution to four new car models, in addition to the three previously communicated design wins with the customer.

The new car models including Smart Eye's technology are estimated to go into production in 2023. The estimated revenue for the order is 100 MSEK, based on product life cycle volume projections.

"These new design wins are a testament to the fact that our DMS technology stands strong, and that our customers are confident in our capability to deliver the market leading solutions for safety critical systems", says Martin Krantz, CEO of Smart Eye.

Smart Eye has now received a total of 88 design wins from 13 OEMs. The combined estimated lifetime value from current design wins is now larger than 2 250 MSEK. Estimated value over the product lifecycle from possible additional design wins with the car manufacturers on existing platforms is now 4 000 MSEK.



Press Release
29 July 2021 08:30:00 CEST

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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 turn 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 800 partners and customers, including the US Air Force, NASA, BMW, Audi, Boeing, Volvo, GM, and Harvard University.

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.



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29 July 2021 08:30:00 CEST

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 2021-07-29 08:30 CEST.

Attachments

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