



PRESS RELEASE

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Tobii secures homologation for in-cabin sensing platform - unlocking production with premium OEM

Tobii, the global leader in eye tracking and pioneer in attention computing, has achieved a key milestone: the homologation of its unique single-camera interior sensing platform in collaboration with a premium European automotive OEM.

Acting as a software Tier 1 provider, Tobii Autosense has integrated the platform into a premium European OEM's vehicle program. The program is set to run for four years, with production starting in the second half of 2025.

The platform is the result of a multi-year R&D program and marks a major inflection point for the in-cabin sensing industry. Traditionally, robust in-cabin awareness required dual-system architectures. Tobii Autosense challenges this paradigm by delivering DMS and OMS through a single camera – a disruptive leap in efficiency and scalability.

“Homologation confirms the strength of our platform and the strategic focus behind our investment. What was once a bold vision is now a production-ready solution,” said Adrian Capata, Senior Vice President of Tobii Autosense. “For OEMs, the homologation of our latest single-camera solution means faster compliance, lower complexity, and a more cost-effective path to next-gen safety and user experience. By unifying DMS and OMS, we help partners simplify integration, cut BOM costs, and increase design flexibility – all while meeting the highest automotive standards.”

Tobii, through its automotive business unit Tobii Autosense, is a leading player in automotive interior sensing and has secured design wins for more than 150 vehicle models. Its driver monitoring solutions (DMS) and occupant monitoring solutions (OMS) are currently deployed in over 700,000 vehicles on the road.

Read more about Tobii's automotive offering [here](#).

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About Tobii

Tobii is the global leader in eye tracking and pioneer of attention computing. We are on a mission to improve the world with technology that understands human attention and intent. Creating tech for a better future, our technologies and solutions apply to areas such as behavioural studies and research, healthcare, education and training, gaming, extended reality, automotive, and many more. Tobii's eye tracking is used by thousands of enterprises, universities, and research institutes around the globe. Headquartered in Sweden, Tobii is listed on Nasdaq Stockholm (TOBII). For more information:

www.tobii.com.

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