



PRESS RELEASE

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Tobii secures two new DMS design wins

Tobii has secured two new design wins for driver monitoring system (DMS) solutions through its ongoing partnership with a Japan-based global automotive Tier 1. These new design wins, plus the recent expansion of an existing design win with the same Tier 1, brings the total number of automotive OEMs on Tobii's client list to 12.

Tobii, the global leader in eye tracking and pioneer of attention computing, has secured two new design wins for its driver monitoring system (DMS) solutions with new automotive OEMs. One of Tobii's previous design wins with the same Tier 1 also recently expanded into an additional OEM, bringing the total number of automotive OEM brands on Tobii's client list to 12.

The design wins results from an existing partnership between Tobii and a Japan-based global automotive Tier 1, with whom Tobii shares a long-standing relationship and a proven track record with. The new OEMs, including one major global automotive OEM, will feature Tobii's DMS solutions in their vehicles.

"We are delighted to welcome several new OEMs to the growing list of automakers that trust Tobii to provide interior sensing solutions that enable them to create safer, more intuitive, and comfortable in-cabin experiences for their clients. These design wins also highlight our proven ability to meet and exceed the stringent requirements of the world's leading Tier 1 suppliers", said Anand Srivatsa, CEO of Tobii."

Tobii, with its automotive business segment Tobii Autosense, is a leading player in automotive interior sensing, providing in-cabin sensing solutions to 12 individual OEM brands, with over 550,000 vehicles on the road to date.

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.