The road ahead for in-car AI
The first level 3 car is here. With our eye tracking technology in it.
Martin Krantz
Founder / CEO
In 1999, our curiosity was awoken by a dream.
So we set out to make it into reality.
Today: camera-based eye tracking for level 3 cars as part of in-car AI.
The road ahead: A drive in 2025
In-car AI Level

1. Supporting autonomous driving level 3.
2. Adaptive HMI
3. Integration of virtual digital assistant
4. Interior/exterior sensing integration ADAS/AD
5. Immersive AI (AD level 5)
2017: World’s first smart AI in-car platform
Traditional automotive business

In-car AI generates big data
Traditional automotive business

In-car AI generates big data

smart eye
Automotive opportunities

Increase customer satisfaction & loyalty

Drive aftermarket/customer lifecycle

Fuel research into future models
The future belongs to those who identify it first.

/ The importance of AI will increase exponentially
/ Connecting it to human behavior is key
/ Actionable insights rely on access to data

See further_