

Volvo, Smart Eye collaborate on AI-based driver monitoring system for safety

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This collaboration signals progress in reducing road fatalities and saving lives, as both companies are committed to safety

Smart Eye, a leading developer of AI-based driver monitoring technology, has announced that its premium driver monitoring system (DMS) software is included in the new Volvo EX90, Volvo Cars' all-electric flagship sport utility vehicle (SUV). The DMS is a key component in the Volvo EX90's driver understanding system (DUS), which will provide a deeper understanding of the state of the driver to enhance traffic safety, a BUSINESS WIRE release said Nov. 29.



Source: Getty image AndreyPopov

The system uses dual cameras and capacitive steering wheel technology powered by Smart Eye's advanced AI algorithms to analyze the driver's eye, face, head and body movements. This collaboration between Smart Eye and Volvo Cars signifies progress in reducing road fatalities and saving lives, as both companies are committed to safety.

According to Martin Krantz, CEO and founder of Smart Eye, the DMS software is a key component in the Volvo EX90's DUS, which will help drivers avoid collisions.

Åsa Haglund, head of Volvo Cars Safety Center, also highlighted Smart Eye's strength in delivering measurement technology for driver behavior studies and how bringing that competence directly into their products aligns with Volvo Cars' commitment to innovation for safety.

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