

CES 2025: Seeing Machines showcases advanced driver and occupant monitoring system technology

09-Jan-2025 10:20 GMT

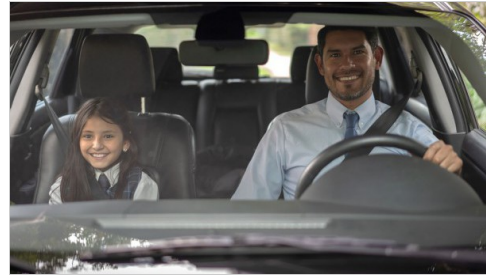
IHS Markit

S&P Global

Supply Chain and Technology, Automotive

Seeing Machines has secured 18 automotive programs with 11 OEMs

Seeing Machines, a company specializing in computer vision technology, is presenting its advanced interior sensing technology at Consumer Electronics Show (CES) 2025 in Las Vegas. At its booth, Seeing Machines is also offering a demonstration of its immersive technology in a purpose-built test car, highlighting the latest software and algorithm advancements for its FOVIO driver and



Source: Getty Images

occupant monitoring system (DMS/OMS) technology. In collaboration with Mitsubishi, Seeing Machines will also highlight the growth opportunities offered by their combined technologies.

Seeing Machines' technology can be found integrated into various tier 1 customers who are also exhibiting at the CES 2025. This includes the company's Guardian Generation 3 software, which features into Ambarella's solutions. Seeing Machines' driver safety solution leverages Ambarella's CV25 AI system-on-chip (SoC) for improved AI performance, thereby enhancing road safety and meeting emerging European regulations. Furthermore, Seeing Machines is working with QNX to integrate its interior sensing technology with QNX Cabin to monitor driver drowsiness and distraction, aiding original equipment manufacturers in adhering to international safety standards.

Leveraging new regulations requiring in-vehicle monitoring systems, Seeing Machines has secured 18 automotive programs with 11 OEMs, backed by over 18 billion km of driving data. The company is at the forefront of global discussions on road safety, aiming to eliminate road fatalities through its partnership with leading automotive manufacturers and regulatory bodies.

Seeing Machines specializes in developing and licensing proprietary technology for the automotive and aviation industries. Its machine vision technology measures head pose, eyelid movement and eye gaze under various lighting conditions, contributing to the advancement of driver assistance systems and vehicle comfort. With a relentless commitment to safety, Seeing Machines continues to pioneer innovations for enhanced road safety and setting the pace for the future of the automotive industry.

This content may be AI-assisted and is composed, reviewed, edited and approved by S&P Global.

CONTACTS

The Americas

+1 877 863 1306

Europe, Middle East & Africa

+44 20 7176 1234

Asia-Pacific

+852 2533 3565

www.spglobal.com/mobility

Copyright © 2025 S&P Global Inc. All rights reserved.

These materials, including any software, data, processing technology, index data, ratings, credit-related analysis, research, model, software or other application or output described herein, or any part thereof (collectively the “Property”) constitute the proprietary and confidential information of S&P Global Inc its affiliates (each and together “S&P Global”) and/or its third party provider licensors. S&P Global on behalf of itself and its third-party licensors reserves all rights in and to the Property. These materials have been prepared solely for information purposes based upon information generally available to the public and from sources believed to be reliable.

Any copying, reproduction, reverse-engineering, modification, distribution, transmission or disclosure of the Property, in any form or by any means, is strictly prohibited without the prior written consent of S&P Global. The Property shall not be used for any unauthorized or unlawful purposes. S&P Global’s opinions, statements, estimates, projections, quotes and credit-related and other analyses are statements of opinion as of the date they are expressed and not statements of fact or recommendations to purchase, hold, or sell any securities or to make any investment decisions, and do not address the suitability of any security, and there is no obligation on S&P Global to update the foregoing or any other element of the Property. S&P Global may provide index data. Direct investment in an index is not possible. Exposure to an asset class represented by an index is available through investable instruments based on that index. The Property and its composition and content are subject to change without notice.

THE PROPERTY IS PROVIDED ON AN “AS IS” BASIS. NEITHER S&P GLOBAL NOR ANY THIRD PARTY PROVIDERS (TOGETHER, “S&P GLOBAL PARTIES”) MAKE ANY WARRANTY, EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, FREEDOM FROM BUGS, SOFTWARE ERRORS OR DEFECTS, THAT THE PROPERTY’S FUNCTIONING WILL BE UNINTERRUPTED OR THAT THE PROPERTY WILL OPERATE IN ANY SOFTWARE OR HARDWARE CONFIGURATION, NOR ANY WARRANTIES, EXPRESS OR IMPLIED, AS TO ITS ACCURACY, AVAILABILITY, COMPLETENESS OR TIMELINESS, OR TO THE RESULTS TO BE OBTAINED FROM THE USE OF THE PROPERTY. S&P GLOBAL PARTIES SHALL NOT IN ANY WAY BE LIABLE TO ANY RECIPIENT FOR ANY INACCURACIES, ERRORS OR OMISSIONS REGARDLESS OF THE CAUSE. Without limiting the foregoing, S&P Global Parties shall have no liability whatsoever to any recipient, whether in contract, in tort (including negligence), under warranty, under statute or otherwise, in respect of any loss or damage suffered by any recipient as a result of or in connection with the Property, or any course of action determined, by it or any third party, whether or not based on or relating to the Property. In no event shall S&P Global be liable to any party for any direct, indirect, incidental, exemplary, compensatory, punitive, special or consequential damages, costs, expenses, legal fees or losses (including without limitation lost income or lost profits and opportunity costs or losses caused by negligence) in connection with any use of the Property even if advised of the possibility of such damages. The Property should not be relied on and is not a substitute for the skill, judgment and experience of the user, its management, employees, advisors and/or clients when making investment and other business decisions.

The S&P Global logo is a registered trademark of S&P Global, and the trademarks of S&P Global used within this document or materials are protected by international laws. Any other names may be trademarks of their respective owners.

The inclusion of a link to an external website by S&P Global should not be understood to be an endorsement of that website or the website’s owners (or their products/services). S&P Global is not responsible for either the content or output of external websites. S&P Global keeps certain activities of its divisions separate from each other in order to preserve the independence and objectivity of their respective activities. As a result, certain divisions of S&P Global may have information that is not available to other S&P Global divisions. S&P Global has established policies and procedures to maintain the confidentiality of certain nonpublic information received in connection with each analytical process. S&P Global may receive compensation for its ratings and certain analyses, normally from issuers or underwriters of securities or from obligors. S&P Global reserves the right to disseminate its opinions and analyses. S&P Global Ratings’ public ratings and analyses are made available on its sites, www.spglobal.com/ratings (free of charge) and www.capitaliq.com (subscription), and may be distributed through other means, including via S&P Global publications and third party redistributors.