

# Seeing Machines adds alcohol impairment detection to driver monitoring system

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## Enhanced technology detects alcohol-impaired drivers, aligning with European standards and aiming for US regulatory harmony

Seeing Machines has announced an enhancement to its Driver Monitoring System (DMS) technology, now capable of detecting non-drowsy driver impairment, including alcohol-related impairment. This system, already in over 3.7 million cars and 60,000 trucks, has previously focused on detecting distracted and drowsy driving. The development allows detection of alcohol impairment to the level required by European NCAP standards. In the US, DMS has mainly been used to ensure driver engagement with systems like Ford's Blue Cruise and General Motors' Super Cruise, but the European Union mandates these systems to also detect alcohol impairment by 2026. The US has an opportunity to align with these standards and meet Congressional requirements.



Source: Getty Images

Seeing Machines has fine-tuned its technology to detect alcohol impairment in drivers with blood alcohol content (BAC) ranging from .05 to higher levels, with the highest precision at a BAC of .10 or more. Data from the National Highway Traffic Safety Administration (NHTSA) indicates that 67% of alcohol-impaired fatalities involved a driver with a BAC of .15 or higher, underscoring the potential impact of this technology on road safety. During a MADD event, Seeing Machines demonstrated how their system works, highlighting its ability to detect driver impairment on US roads today. Dr. Mike Lenné, the company's Chief Safety Officer, emphasized that addressing drunk driving is now more of a policy issue than a technological challenge.

Moreover, Seeing Machines has submitted a strategic plan to NHTSA as part of an Advanced Notice of Proposed Rulemaking for advanced alcohol detection. This plan involves a phased approach for DMS adoption: Phase One entails alerting the driver of impairment; Phase Two involves alerting vehicle safety systems and making them more robust; and Phase Three includes more aggressive action by limiting the vehicle's infotainment capabilities.

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