 Customer Testimonial

EMPOWERING PEOPLE WITH DISABILITIES WITH EYE-TRACKING TECHNOLOGY

A Smartbox and Smart Eye
Collaboration



 smart eye

THE Smartbox COMPANY

Smartbox is a UK-based company that develops assistive technology products to help children and adults with disabilities communicate and live more independently.

One of their key products is Lumin-i, a powerful and precise eye-tracker used by people with disabilities to help them interact with assistive technology. Used alongside a Grid Pad communication aid, Lumin-i allows people to take full control of a cursor using eye movement. Users can interact with communication tools, control devices around the home, play music, send emails, and much more.

Smartbox needed an eye-tracking technology that could reliably track eye movements, even in challenging environments, to make their products as accessible and effective as possible for people with disabilities.

Visit Smartbox at thinksmartbox.com



THE SOLUTION

To achieve this, Smartbox selected Smart Eye's eye-tracking technology for their Lumin-i product for several reasons. Smart Eye's eye-tracking technology is known for its high accuracy, precision, and robustness, making it an ideal choice for Smartbox.

Smart Eye's technology is also highly flexible and customizable, allowing it to be easily integrated into existing products and tailored to meet specific needs. Smartbox also valued Smart Eye's strong partnership and support, which has helped them to continuously innovate and improve their products.



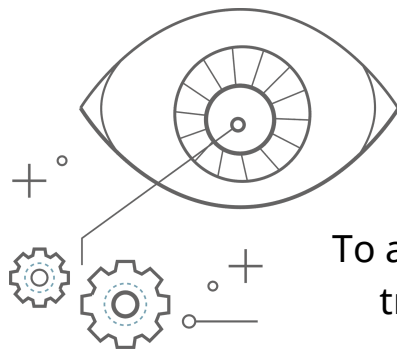
THE RESULTS

Since integrating Smart Eye's eye-tracking technology into their Lumin-i product, Smartbox has seen significant improvements in accuracy, reliability, and accessibility. The Lumin-i product has received positive reviews from users, who appreciate the ease of use and effectiveness of the eye-tracking technology. In addition, Smartbox has seen strong sales growth, with increasing demand for their products both in the UK and internationally.

"I can use Lumin-i outside when it's really

bright, and it still follows my eyes"

— Oli, 17-year-old AAC user of Grid Pad communication aid and Lumin-i eye tracker



THE CONCLUSION

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“Smart Eye has been an essential partner for Smartbox in our mission to create innovative assistive technology products that truly make a difference in the lives of people with disabilities. The reliability, accuracy, and flexibility of Smart Eye’s eye-tracking technology have helped us to continuously push the boundaries of what is possible and to make our products more accessible and effective than ever before. We are excited to continue our partnership with Smart Eye and to explore new ways to harness the power of eye-tracking technology to improve the lives of people with disabilities around the world.”

— Neil Fitzgerald, Product Manager at Smartbox

ABOUT SMART EYE



If you would like to see a demo of Smart Eye's eye-tracking solutions, please [contact us](#) today.



smarteai.com/contact

Smart Eye is the global leader in Human Insight AI, technology that understands, supports, and predicts human behavior in complex environments. We are bridging the gap between humans and machines for a safe and sustainable future. Our multimodal software and hardware solutions provide unprecedented human insight in automotive and behavioral research — supported also by Affectiva and iMotions, companies we acquired in 2021.

Our industry-leading eye-tracking systems and iMotions biosensor software enable advanced research and training in academic and commercial sectors. Affectiva's Emotion AI provides the world's largest brands and market researchers with a deeper understanding of how consumers engage with their content, products, and services.

In automotive, we are leading the way towards safer and human-centric mobility through Driver Monitoring Systems and Interior Sensing solutions. Our technology is embedded in next-generation vehicles and available as a standalone aftermarket solution for existing vehicles, fleets, and small-volume OEMs.

Smart Eye was founded in 1999 and is headquartered in Sweden with offices in the US, UK, Germany, Denmark, Egypt, Singapore, China, and Japan. A publicly traded company since 2016, our customers include NASA, Nissan, Boeing, Honeywell, Volvo, GM, BMW, Geely, Harvard University, over 1,300 research organizations around the world, 70% of the world's largest advertisers, and 28% of the Fortune Global 500 companies.