# Smart Eye reveals AIS+ to enhance driver safety at CES



Smart Eye, a frontrunner in Driver Monitoring Systems (DMS), has recently unveiled AIS+, a significant advancement in vehicle safety technology specifically designed for small-volume Original Equipment Manufacturers (OEMs) as well as aftermarket installations in vehicle fleets. The unveiling took place during the Consumer Electronics Show (CES), where industry leaders gather to showcase cutting-edge technologies.

AIS+ comes with two pivotal features aimed at enhancing driver safety and mitigating the risks associated with drowsiness and distraction. The first of these innovations is a real-time haptic alert system that utilises vibrations within the seat to draw drivers' attention back to the road. Smart Eye emphasizes that this addition caters especially well to commercial vehicles, such as buses, where auditory or visual alerts might disrupt passengers. This enhancement follows the existing capabilities of the system, which include auditory and visual alerts, providing users with the flexibility to customize their safety measures according to specific operational requirements.

The second notable feature of AIS+ is the option for secure video recording. This capability allows the system to archive up to 100 hours of footage on an SD card. Such video storage can offer fleet operators valuable insights into driver behaviour and the performance of the system itself. Importantly, users maintain control over their privacy, as they can elect to disable video recording entirely, ensuring that no footage is saved without their explicit consent.

Speaking about the launch, Magnus Brunzell, Vice President of Applied AI Systems at Smart Eye, stated, “We are thrilled to introduce AIS+ to the world at CES. With these new features, we’ve listened to customer feedback and addressed key needs. AIS+ delivers exactly what fleets and manufacturers have been asking for: smarter tools to prevent accidents and improve operations.” This sentiment highlights Smart Eye's commitment to refining their products based on user input.

With over two decades of expertise in automotive safety and artificial intelligence innovation, Smart Eye has successfully integrated its driver monitoring software in more than 2 million vehicles worldwide. AIS+ is positioned as an essential solution for fleet operators and vehicle manufacturers, aiming to uphold and enhance safety standards across the fleet industry. The system also ensures compatibility with fleet management platforms like Geotab, enabling streamlined operations and enhanced oversight.

As businesses continue to adapt to evolving technologies, AIS+ illustrates the integration of artificial intelligence in enhancing safety measures within the transportation sector, suggesting an upward trend in the adoption of such technologies by commercial fleets. This innovation promises to play a significant role in shaping safety practices among transportation entities, reflecting ongoing efforts to leverage AI in improving operational protocols and outcomes.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.smarteye.se/news/smart-eye-launches-new-ais-system-at-ces-2025-introducing-key-functionality-to-its-fleet-driver-safety-system/> - Corroborates the launch of AIS+ at CES 2025, its features including real-time haptic alerts and secure video recording, and its design for small-volume OEMs and aftermarket installations.
2. <https://www.smarteye.se/news/smart-eye-launches-new-ais-system-at-ces-2025-introducing-key-functionality-to-its-fleet-driver-safety-system/> - Details the real-time haptic alert system using seat vibrations and its benefits, especially in commercial vehicles like buses.
3. <https://www.smarteye.se/news/smart-eye-launches-new-ais-system-at-ces-2025-introducing-key-functionality-to-its-fleet-driver-safety-system/> - Explains the optional video recording feature of AIS+, allowing up to 100 hours of footage storage and user control over privacy.
4. <https://www.smarteye.se/news/smart-eye-launches-new-ais-system-at-ces-2025-introducing-key-functionality-to-its-fleet-driver-safety-system/> - Quotes Magnus Brunzell on the launch of AIS+ and Smart Eye's commitment to customer feedback and safety improvements.
5. <https://www.smarteye.se/news/smart-eye-launches-new-ais-system-at-ces-2025-introducing-key-functionality-to-its-fleet-driver-safety-system/> - Mentions Smart Eye's 25 years of experience in automotive safety and AI innovation, and the integration of their software in over 2 million vehicles.
6. <https://www.smarteye.se/news/smart-eye-launches-new-ais-system-at-ces-2025-introducing-key-functionality-to-its-fleet-driver-safety-system/> - Highlights the compatibility of AIS+ with fleet management platforms like Geotab.
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8. <https://www.electronicspecifier.com/news/events-news/smart-eye-automotive-innovations-at-ces-2025> - Details Smart Eye's booth at CES 2025, featuring the Nissan Ariya with Smart Eye’s DMS and other innovative technologies.
9. <https://www.electronicspecifier.com/news/events-news/smart-eye-automotive-innovations-at-ces-2025> - Describes other Smart Eye innovations such as Sheila, the Empathetic AI Co-Driver, 3D Depth Sensing, and Digital Mirrors.
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11. <https://fleetnewsdaily.com/smart-eye-launches-new-ais-introducing-key-functionality-to-its-fleet-driver-safety-system/?utm_source=rss&utm_medium=rss&utm_campaign=smart-eye-launches-new-ais-introducing-key-functionality-to-its-fleet-driver-safety-system> - Please view link - unable to able to access data