



Martin Krantz **Founder & CEO, Smart Eye**

Short Version

Martin Krantz is the CEO and founder of Smart Eye, one of the world's leading developers of AI-based eye tracking technology and driver monitoring system software. Guided by his vision of bridging the gap between humans and machines, Martin contributes his 20+ years of experience to automotive innovation and a growing number of research projects, leading to new insights and technological advancement. Recognized on Bloomberg's 2021 list of 50 Global Leaders, Martin is a world renowned expert in eye tracking and its commercial applications.

Long Version

Martin Krantz is the CEO and founder of Smart Eye, one of the world's leading developers of AI-based eye tracking technology and driver monitoring system software. Publicly traded and headquartered in Sweden, Smart Eye is on a mission to bridge the gap between humans and machines.

A pioneer of AI-based eye tracking technology, Martin was among the first to identify the potential of this technology for implementation in vehicles. For over two decades, Martin has led Smart Eye to become the leading provider of automotive-grade Driver Monitoring Systems, greatly enhancing vehicle safety and saving uncountable lives around the world.

The story of how Martin became the founder of one of the world's most innovative eye tracking companies begins with a dream. In the dream, Martin's father, Mats Krantz, had seen his wife operate a computer using just her eyes. As his wife suffered great pain in her arm when using a computer mouse, this idea resonated with Mats Krantz. He called up his son, Martin, and challenged him to develop the technology he had seen in his dream. A few months later, in July 1999, Martin founded Smart Eye.



Martin holds a graduate degree in Engineering Physics from Chalmers University of Technology in Sweden and has over 20 years of experience delivering eye tracking technology to some of the world's most demanding industries, such as automotive, aviation, aerospace and neuroscience. Through Smart Eye's dedication to research and development, Martin has contributed his expertise to a growing number of research projects with external partners, leading to new insights and technological advancement.

Based in Gothenburg, Sweden, Martin and Smart Eye are carrying on the Scandinavian legacy of safety and innovation. Recognized on Bloomberg's 2021 list of 50 Global Leaders, Martin is a world renowned expert in eye tracking and its commercial applications, and he is frequently quoted in the press.

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