



BLUESKEYE™ AI
B·AUTOMOTIVE

MEASURING THE MIND
**TO CREATE THE
INTELLIGENT CABIN**

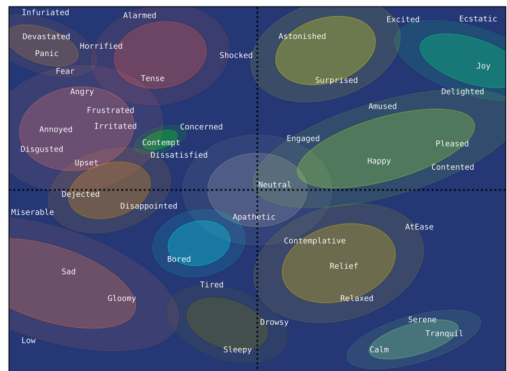


B•AUTOMOTIVE

is a Software Development Kit (SDK) designed for use in automotive environments for the analysis of human expressive behaviour.

MEASURING EMOTION BY CONTINUOUS ANALYSIS

By combining data from the vehicle's cameras and microphones, BlueSkeye's B-Automotive software continuously analyses and measures changes to occupants' facial behaviour, as well as the tone and pitch of the voice to reliably and accurately measure their current emotional state.



BlueSkeye uses a continuous approach (Apparent Valence [V] and Arousal [A]) to measure expressed emotion.

This better fits the real human experience of emotional states. This approach allows emotion regions to be defined and to measure the transitions away from and towards these regions. This continuous approach, where appropriate, can be mapped back to a much less exact categorical representation. For example, excited, calm or angry.



BlueSkye is working with a number of global automotive manufacturers on new opportunities for in-cabin occupant monitoring.



Provide occupants with information about their health and wellbeing



Respond and personalise the occupants' journey experience



Provide actionable data insights into the impact of the occupants' journey on their mood and mental state



Keep occupants safe

WHY CUSTOMERS CHOOSE TO WORK WITH B•AUTOMOTIVE



Easy to integrate with other Electronic Control Units using standard interfaces such as CAN bus



Software-only solution that is camera agnostic



On edge, lightweight and secure



Optimised for low resource environments



Works in all light conditions (when using Near Infra Red (NIR) cameras)



Privacy by design - data processed locally, but can be securely shared if required.



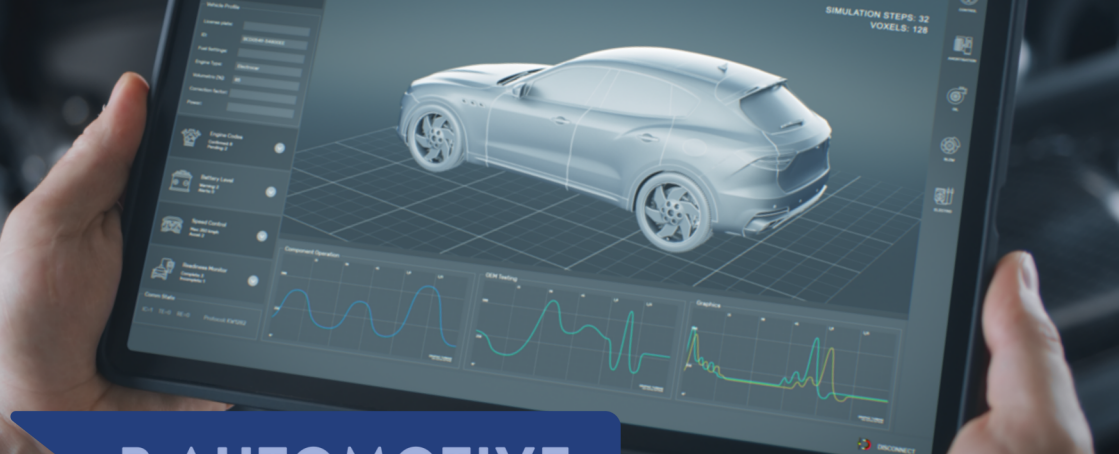
Can be fused with other data available within the cabin to generate data insights and create an intelligent cockpit



Assessed for bias and effective irrespective of apparent age, gender, ethnicity



AI models are designed to be interpretable and transparent, with predictions based on readily verifiable data.



B·AUTOMOTIVE

B-Automotive is designed to be platform agnostic

The development platform currently supports the following CPU architectures:

- X86
- ARM

on Linux platforms

Acceleration such as GPU is not required but can be used if available.

Automotive SDK requires 250 MB of runtime RAM usage assuming 720p input and 500 MB of disk space usage to store B-Automotive itself, as well as the included machine learning models.

The deployed system is highly configurable and can be optimised for best fit with the available compute.

The system requires approximately 10 seconds to begin generating robust and reliable data.

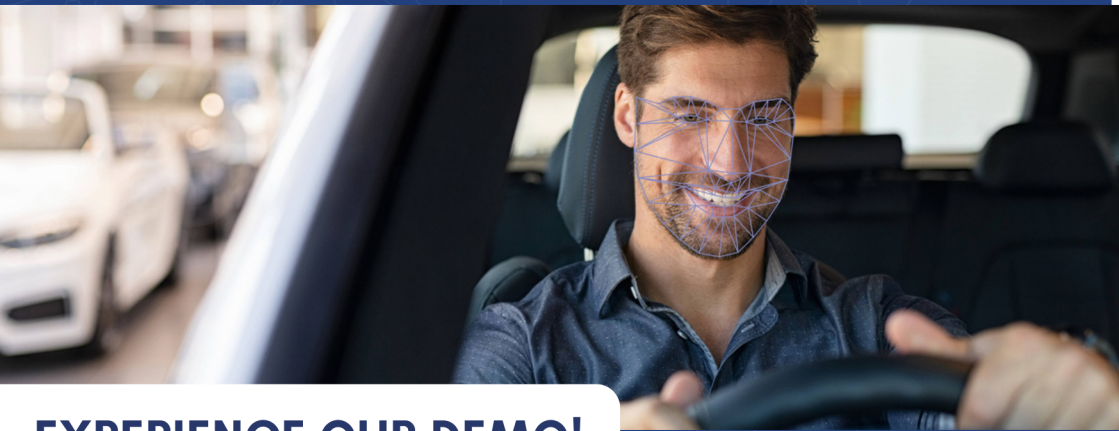
OUR TECHNOLOGY

is ISO 27001 certified and built on robust evidence-based, peer-reviewed science undertaken by our Founding CEO Professor Michel Valstar. Professor Valstar is a globally acknowledged leader in the field, cited over 17,000 times.

The technology is clinical grade and continues to be evaluated in extensive clinical trials and investigations to evidence efficacy and safety.



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EXPERIENCE OUR DEMO!



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