Majority of UK road users believe

New eye-tracking technology to check driver attentiveness could help improve road safety, but public awareness remains low.

Tuesday 30 May 2023: As hands-free driving technology is given approval for use on the motorway network in Great Britain for the first time, Driver Monitoring Systems (DMS) inside the vehicle that use eye-tracking cameras to check driver attentiveness, are rapidly becoming a key tool for governments and carmakers seeking to prevent road accidents.

However, the results of a recent study commissioned by Seeing Machines, an advanced computer vision technology company that designs AI-powered systems to improve transport safety, show that UK consumers still need convincing as to the benefits of this advanced technology that monitors for fatigue and distraction, with many having yet to hear about the technology.

2,147 UK consumers were interviewed in a nationally representative poll by Seeing machines and carried out by Find Out Now.

In May 2023 to gauge awareness of DMS and better understand consumer attitudes towards the technology.
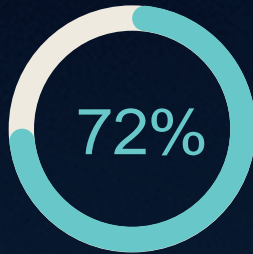
70%

of survey respondents (over two thirds) believe that in-vehicle Driver Monitoring Systems can **improve road safety** and help reduce accidents caused by distracted or fatigued drivers.

32%

of London drivers are more likely to believe that DMS would improve their driving, while those in high level professional occupations were also **40%** more likely than their junior colleagues to think the same.

72%

of UK consumers have little to **no knowledge of this new technology**, which is becoming mandatory for carmakers to install around the world

These results are a sign that consumers' anxieties about DMS may be due to a lack of awareness around the technology. The results also revealed some interesting regional variations.

Advanced Driver Assistance Systems

As carmakers implement a range of new automated Advanced Driver Assistance Systems (or ADAS), from Blind Spot Detection to Adaptive Cruise Control, understanding what the driver is or is not doing becomes increasingly important. Driver Monitoring Systems provide the critical link between assisted driving features and driver safety, with the technology only being noticed if required to intervene.

6%

Of drivers in the North East support the view that DMS could make them a more attentive driver.

14%

Of 18-24 years olds said they would pay up to £250 for the technology, compared to on average only 9% among those over 45.

5%

Of respondents across all age groups said that they thought that DMS should be a legal requirement for all UK vehicles, suggesting that potential legislative changes to make driver monitoring systems compulsory for all new vehicles may be out of step with popular sentiment.

"On the back of Ford's recent announcement that its 'hands-off, eyes-on' assisted driver technology has been approved for use on certain motorways in the UK, the prevalence of driver monitoring systems in the vehicles we drive will only increase in the years ahead,"

"Every year, around 1.35 million people die, and between 20 and 50 million people are injured, due to some form of transport accident caused by human error, negligence, risky behaviour, unpredictable events, or unsafe conditions. Getting everyone home safely is what matters and regulators around the world understand that sophisticated cameras to check driver attentiveness can help reduce accidents."

"The survey shows that there is much work still to be done by carmakers, suppliers and policy makers in educating the public as to the benefits of advanced driver monitoring systems and the regulatory changes which will make it an unavoidable legal requirement in the decade ahead.

Paul McGlone
CEO of Seeing Machines

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About Seeing Machines (AIM: SEE), a global company founded in 2000 and headquartered in Australia, is an industry leader in vision-based monitoring technology that enable machines to see, understand and assist people. Seeing Machines is revolutionizing global transport safety. Its technology portfolio of AI algorithms, embedded processing and optics, power products that need to deliver reliable real-time understanding of vehicle operators.

The technology spans the critical measurement of where a driver is looking, through to classification of their cognitive state as it applies to accident risk. Reliable "driver state" measurement is the end-goal of Driver Monitoring Systems (DMS) technology. Seeing Machines develops DMS technology to drive safety for Automotive, Commercial Fleet, Off-road and Aviation. The company has offices in Australia, USA, Europe and Asia, and supplies technology solutions and services to industry leaders in each market vertical.

www.seeingmachines.com