

## Advanced testing and validation of driver monitoring systems - emotion3D and ALP.Lab announce partnership

Road safety can be massively enhanced by using optimized driver/passenger monitoring systems. To develop improved testing and validation systems, two experts on the market have entered into a partnership: emotion3D, a leading company in image-based in-cabin analysis, and ALP.Lab, a Euro NCAP test laboratory for automated driving and advanced driver assistance systems.



Graz/Vienna, Austria – August 24, 2023 – Driver fatigue and distraction are major factors in accident causation and can be detected by using occupant status monitoring. For this reason, such monitoring systems are a fixed component of Euro NCAP's testing protocols, Europe's new General Safety Regulation for vehicles and various other regulations all around the world.

The collaboration of emotion3D and ALP.Lab aims to build knowledge in the area of driver monitoring system testing and improve current industry standards regarding such tests. The joint activities of the two companies result in findings which can be used by regulators and the automotive industry as input for future rules and protocols.

In addition, the collaboration continuously verifies emotion3D's driver monitoring technology to meet Euro NCAP requirements. Joint customers are benefiting from ALP.Lab's testing and validation services during the scope of series production projects.

Florian Seitner, CEO of emotion3D, expresses excitement about the partnership, saying, *"We are looking forward to intensifying our collaboration with ALP.Lab, a Euro NCAP laboratory and innovation lab with expertise in safe and secure testing of AD technologies and ADAS systems. We believe that this partnership will create significant value for our joint customers."*

Gerhard Greiner, CEO of ALP.Lab, also shares his enthusiasm for the partnership, stating, *"By combining our expertise in testing and validation with emotion3D's advanced driver monitoring technology, we can help improve the safety and reliability of AD technologies and ADAS systems. Through this collaboration with a Tier2 supplier, we get feedback directly from the automotive/mobility solutions market. We use this feedback to develop, align and optimize our testing and validation capabilities in alignment with consumer testing and regulations."*

Together, emotion3D and ALP.Lab are committed to advance the state of the art in testing and validation of driver/passenger monitoring systems. They will contribute ultimately to reliable and safer mobility solutions.

Find out more online at [emotion3D](https://emotion3d.com) and [ALP.Lab](https://alp-lab.com).

## About ALP.Lab GmbH

ALP.Lab is the Austrian Innovation Hub for automated climate-neutral mobility. The company offers services for the safe testing of automated driving technologies. As part of Safety Labs Austria, ALP.Lab is the accredited test laboratory for Euro NCAP Active Safety Tests in Austria.

In addition, ALP.Lab offers traffic monitoring solutions using state-of-the-art lidar, radar and camera-based technology. Operating several installations all over Austria, ALP.Lab generates 10 million km of object-based real traffic data every year - for traffic planning or research & development.

ALP.Lab GmbH was founded in 2017 by AVL List, Magna Steyr, TU Graz, Joanneum Research and Virtual Vehicle Research. The innovation lab is funded by the Federal Ministry for Climate Protection via the research promotion agency FFG.

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## About emotion3D

emotion3D is a leading software provider for camera-based in-cabin analysis. With cameras installed inside the vehicle, their powerful and versatile software stack *CABIN EYE* analyzes all occupants' characteristics, states and activities to enable a wide range of safety & user experience functions. The in-cabin analysis system will be at the heart of future vehicle concepts as it enables the currently most paramount factors in automotive development: optimized safety, ideal user experience and seamless human-vehicle interaction.

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