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Korea develops world's first 'brainwaves' based healthcare technology

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The new technology, 'M. Brain' identifies the driver's state through brainwaves



After 3 years of R&D, Hyundai Mobis, based in South Korea, has finally succeeded in developing M.Brain, a new healthcare technology based on brainwave measurement.

This achievement is receiving great attention for applying this brainwave measurement technology to the automotive industry for the first time. Among other biosignals, brainwave measurement is known to be one of the most advanced and challenged technologies to work with.

M.Brain measures the driver's condition on a real-time basis by detecting the brainwaves around the ears through earpiece sensors that are worn. The key is the software technology that analyzes and determines the data from the brainwaves. Hyundai Mobis is committed to R&D and has even adopted machine learning to interpret the brainwave signals.

M.Brain can also be interworked with a smartphone app and provide notification that the driver is losing attention. The accident prevention technology also provides alerts for different sensory organs, such as sight (LEDs around the driver's seat), touch (vibrating seat), hearing (headrest speaker), etc.

Hyundai Mobis plans to apply various bio-healthcare technologies to public transportation with a view to contributing to public safety. M. Brain will test- apply in Gyeonggi-do's public buses first.