



## Ouster Gemini and BlueCity Software Adoption Accelerates in 2024

March 20, 2025

*Increased bookings for software-attached sales by over 60% year-over-year*

*Expanded bookings for Ouster Gemini and BlueCity deployments to more than 700 sites*

*Introduced new software features to improve product capabilities and customer experience*

*Extended commercial reach with distribution and integration partnerships*

SAN FRANCISCO--(BUSINESS WIRE)--Mar. 20, 2025-- [Ouster, Inc.](#) (Nasdaq: OUST) (“Ouster” or the “Company”), a leading provider of high-performance lidar sensors and solutions, today announced its expansive growth during 2024 in the smart infrastructure vertical across intelligent transportation systems, logistics, crowd analytics, and security. Ouster increased its software-attached bookings<sup>1</sup> by over 60% year-over-year, which is expected to increase the Company's cumulative software deployments to more than 700 sites. Demand for Ouster's software solutions has been predominantly driven by transportation and logistics customers followed by increased adoption in security and crowd analytics.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250320969952/en/>



Ouster Gemini and BlueCity digital lidar software solutions for smart infrastructure

Released two years ago, the [Ouster Gemini](#) 3D digital lidar perception platform will soon be adopted at over 300 sites around the world. This includes bookings with a major

commercial real estate company to monitor foot traffic trends at two of its largest retail properties, which represents the Company's largest deal to date for crowd analytics. At the beginning of 2025, a leading global technology company renewed its annual Ouster Gemini license for over \$1 million dollars, which represents the Company's largest software deal to date.

The adoption of [Ouster BlueCity](#), the Company's turnkey traffic management solution, is expected to expand to over 400 sites. Earlier this year, the Company [announced](#) that it was awarded a \$2 million dollar contract to expand Ouster BlueCity in Chattanooga, Tennessee as part of the largest lidar-powered smart traffic network in the United States. The expansion follows a pilot that resulted in a 100% reduction in near-miss incidents on a high-risk city block. Last week, Ouster's partner Econolite, [announced](#) that it was awarded a contract to deploy Ouster BlueCity in Utah. Notably, Ouster BlueCity received the highest scores in a technical evaluation against six alternative lidar detection system providers.

To capture more of the \$19 billion market opportunity for smart infrastructure, Ouster expanded its addressable market with new software features and extended its commercial reach with new partnerships. Specifically, the Company:

- Developed a [cloud portal](#) for Ouster Gemini, enabling users to seamlessly configure, manage, and view all of their lidar deployments real-time data and analytics in a unified interface through a secure web-based browser.
- Brought on exclusive traffic technology partners covering nearly 20 states across the U.S. and Canada to fast-track sales of Ouster BlueCity to states and municipalities.
- Achieved System-Level [NEMA TS2 Certification](#) to further accelerate Ouster BlueCity's adoption as a detection system for traffic actuation in cities across North America.
- Integrated with [Genetec™ Security Center](#), a leading security management platform, enabling customers to fuse lidar and video surveillance into a single interface for seamless operations.

“After increasing software-attached bookings over 60%, developing new software features, extending our commercial reach, and expanding our addressable market, I expect to see further adoption of digital lidar solutions within the multibillion dollar market for smart infrastructure in 2025,” said Ouster CEO Angus Pacala. “We see substantial promise in this market and have a dedicated sales effort for this vertical to expand our go-to-market footprint across the Americas, EMEA and APAC.”

### **About Ouster**

Ouster (Nasdaq: OUST) is a leading global provider of high-resolution scanning and solid-state lidar sensors and software solutions for the automotive, industrial, robotics, and smart infrastructure industries. Ouster is on a mission to build a safer and more sustainable future by offering affordable, high-performance sensors that drive mass adoption across a wide variety of applications. Ouster is headquartered in San Francisco, CA with offices in the Americas, Europe, and Asia-Pacific. For more information about our products, visit [www.ouster.com](http://www.ouster.com), contact our [sales team](#), or connect with us on [X](#) or [LinkedIn](#).

### **Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995.

The Company intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 27A of the Securities Act of 1933, as amended and Section 21E of the Securities Exchange Act of 1934, as amended. Such statements are based upon current plans, estimates and expectations of management that are subject to various risks and uncertainties that could cause actual results to differ materially from such statements. The inclusion of forward-looking statements should not be regarded as a representation that such plans, estimates and expectations will be achieved. Words such as “expect,” “will,” “may,” “anticipate,” “intend,” “should,” “plan,” “can,” “could,” “offer,” “estimate,” “possible,” “potential,” “pursue,” “demonstrate,” and the negative of these terms and similar expressions are intended to identify forward-looking statements, though not all forward-looking statements use these words or expressions. All statements, other than historical facts, including statements regarding the benefits of Ouster’s software offerings and software-attached offerings, the total addressable market for Ouster’s products and offerings, impacts on other revenue streams, industry and business trends, Ouster’s business objectives and plans, market growth, and Ouster’s competitive position, all constitute forward-looking statements. All forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially from those that we expected, including, but not limited to, the possibility of cancellation or postponement of contracts or unsuccessful implementations; risks related to the adoption of its products and the growth of the lidar market generally, inaccurate forecasts of market growth; Ouster’s ability to respond to evolving regulations and standards; and other important risk factors discussed in the Company’s Annual Report on Form 10-K for the year ended December 31, 2023, as updated by the Company’s most recent Quarterly Report on Form 10-Q and as may be further updated from time to time in the Company’s other filings with the SEC. Readers are urged to consider these factors carefully and in the totality of the circumstances when evaluating these forward-looking statements, and not to place undue reliance on any of them. Any such forward-looking statements represent management’s reasonable estimates and beliefs as of the date of this press release. While Ouster may elect to update such forward-looking statements at some point in the future, it disclaims any obligation to do so, other than as may be required by law, even if subsequent events cause its views to change.

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<sup>1</sup> Ouster defines software-attached bookings as a sale of either the Ouster Gemini perception platform or Ouster BlueCity traffic management solution along with sensors and associated accessories and services.

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