Ouster Signs Multimillion-Dollar Agreement with LASE PeCo to Deploy Lidar-Powered Smart City Solutions in Europe

May 1, 2025

- *Represents Ouster's largest contract for software-attached sales in Europe*
- *Collaboration aims to enhance urban efficiency, safety, and mobility with Ouster Gemini*

SAN FRANCISCO--(BUSINESS WIRE)--May 1, 2025-- Ouster, Inc. (Nasdaq: OUST) ("Ouster" or the "Company"), a leading global provider of high-performance lidar sensors and software solutions for the automotive, industrial, robotics, and smart infrastructure industries, announced today that it signed a multi-million dollar agreement with LASE PeCo, a German manufacturer and integrator of intelligent customer, traffic and security solutions, to further deploy 3D digital lidar technology across Europe.

This press release features multimedia. View the full release here: https://www.businesswire.com/news/home/20250501571158/en/



LASE PeCo to deploy the Ouster Gemini lidar-powered smart city solution in Europe

LASE PeCo has already installed hundreds of Ouster OS lidar sensors in Europe, predominantly for crowd analytics at commercial sites. This expanded agreement will bring hundreds of additional sensor deployments and Ouster Gemini perception software licenses to its European customers. LASE PeCo will leverage Ouster Gemini across various applications such as people counting, mobility analytics, and perimeter and intrusion protection — both in public spaces and retail environments.

The Ouster Gemini perception platform combines 3D digital lidar with AI-powered software to accurately detect, classify, and track people and vehicles in adverse weather and light conditions across a single view. The platform provides spatial awareness and data analytics in a seamless integration with video management systems and traffic controllers. LASE PeCo customers can access their lidar data and manage custom, real-time reporting through LASE PeCo Cloud, its web-based management platform. The data is GDPR compliant and the exclusive property of the customer.

LASE PeCo delivers advanced analytics solutions to multiple cities, supporting their operational and strategic decision-making with precise data and professional expertise. In a recent proof of concept in western Germany, LASE PeCo deployed Ouster Gemini at urban intersections to analyze and classify traffic flows. The promising results have already led to the expansion of sensor installations throughout the city. In the retail sector, Ouster Gemini provides highly accurate data on footfall, dwell time and people flow, offering valuable insights for city managers, operators and retailers to make informed, data-driven decisions.

"For over 20 years, LASE PeCo has empowered clients with precise footfall and traffic insights — transforming data into smarter decisions, stronger KPIs, and measurable success," said Henry Florin, CEO of LASE PeCo Systemtechnik. "Partnering with Ouster elevates our lidar solutions to the next level, delivering unmatched accuracy, real-time transparency, and powerful analytics that redefine what's possible in people and traffic monitoring."

"Digital lidar solutions can greatly improve the operational efficiency and safety of cities," said Itai Dadon, VP of Smart Infrastructure at Ouster. "We are excited to bring 3D spatial intelligence capabilities of Ouster Gemini to Europe's transportation and retail infrastructure, leveraging LASE PeCo's strong regional expertise and commercial reach."

About LASE PeCo Systemtechnik GmbH

LASE PeCo is a full-service provider for intelligent customer and traffic analytics. We offer our clients a complete solution package – from consulting and the selection of suitable hardware to installation and meaningful data evaluation. Our technologies provide precise insights into the customer journey and visitor behavior in retail environments, shopping malls, city centers, and ITS (Intelligent Transport Systems). All systems meet the highest data protection standards. For more information about our solutions, visit www.lase-peco.com, contact our team, or connect with us on LinkedIn.

About Ouster

Ouster (Nasdaq: OUST) is a leading global provider of high-resolution 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, 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 "will", "can," "expect," "may," "anticipate," "intend," "should," "plan," "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, product adoption, 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, 2024, 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.

View source version on businesswire.com: https://www.businesswire.com/news/home/20250501571158/en/

Investors
investors@ouster.io

Media
press@ouster.io

Source: Ouster, Inc.