Ouster Accelerates Software Adoption in 2025 with Record Bookings and Global Expansion

March 5, 2026

- *Doubled software-attached bookings in 2025 and expanded contracted deployments for Ouster Gemini and Ouster BlueCity to more than 1,200 sites spanning over 65 million square feet of roadways and facilities*
- *Awarded contract to provide intelligent signal actuation at over 100 intersections in Nashville, TN*
- *Brought lidar-powered Physical AI solutions to cities and enterprises worldwide using NVIDIA Metropolis and the NVIDIA Jetson platform*
- *Advanced AI capabilities and introduced new cloud tools to scale enterprise deployments*

SAN FRANCISCO--(BUSINESS WIRE)--Mar. 5, 2026-- Ouster, Inc. (Nasdaq: OUST) (“Ouster” or the “Company”), a leader in sensing and perception for Physical AI, today announced significant commercial momentum for its software offerings, driven by growing global demand for its Ouster Gemini and Ouster BlueCity solutions.

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Ouster Physical AI solutions: Ouster Gemini and Ouster BlueCity.

Ouster doubled software-attached bookings in 2025, reflecting accelerated commercial adoption of its lidar-powered Physical AI solutions. The Company expanded contracted deployments for Ouster Gemini and Ouster BlueCity to more than 1,200 sites worldwide, collectively spanning over 65 million square feet of roadways, critical infrastructure, and commercial facilities. Ouster Gemini, its 3D digital lidar perception platform for transportation, logistics, security, and crowd analytics, will be deployed at over 550 sites around the world, while Ouster BlueCity, its turnkey traffic management solution, will be deployed at nearly 700 sites.

“In 2025, we doubled software-attached bookings, expanded deployments to more than 1,200 sites globally, and enhanced our AI capabilities,” said Ouster CEO Angus Pacala. “These achievements reflect growing demand for Physical AI at enterprise scale and position Ouster for continued software growth within the smart infrastructure vertical.”

Built on NVIDIA’s accelerated computing platform and leveraging the NVIDIA Metropolis ecosystem, Ouster’s Physical AI solutions deliver the high-performance edge processing needed to transform complex lidar data into real-time, actionable insights for smarter, safer infrastructure at scale.

Key Highlights for 2025:

- **Enterprise Expansions**: Secured a seven-figure annual software license agreement for Ouster Gemini with a leading global technology company to improve throughput, operational efficiency, security, and worker safety at logistics yards through real-time 3D perception and analytics.
- **Tennessee**: Awarded a multi-million-dollar contract by the City of Nashville, in partnership with Southern Lighting & Traffic Systems, to deploy Ouster BlueCity at more than 100 intersections for intelligent traffic signal actuation. Earlier in 2025, Ouster secured a contract to power the largest lidar-enabled smart traffic network in the United States in Chattanooga, expanding Ouster BlueCity to more than 120 intersections.
- **Utah**: Received an expanded contract with Econolite from the Utah Department of Transportation to deploy Ouster BlueCity to over 100 intersections following a successful pilot.
- **New Jersey**: Awarded a contract with Signal Control Products from the New Jersey Department of Transportation to deploy Ouster BlueCity at more than 40 highway sites and ramps to improve congestion management and city planning ahead of the FIFA World Cup.
- **Europe**: Signed a multi-million-dollar agreement with LASE PeCo, marking Ouster’s largest software-attached sales contract in Europe, to deploy Ouster Gemini for smart city, traffic, and crowd analytics applications.

To capture a greater share of the $19 billion market opportunity for smart infrastructure, Ouster further advanced its proprietary AI model, added new software capabilities, and expanded its commercial reach globally. Specifically, the Company:

- **Advanced AI Model**: Trained Ouster’s proprietary multi-sensor AI model on over 4 million objects collected from over 800 sites across diverse environments and weather conditions, improving detection accuracy, efficiency, and long-term object tracking for high-density deployments to unlock larger-scale installations.
- **Launched Gemini Cloud Portal**: Enabled customers to centrally configure, manage, and monitor lidar deployments, real-time analytics, and event recordings through a secure web-based interface, supporting scaled deployments across hundreds of sites and thousands of sensors.
- **Released Gemini Events**: Delivered a no-code tool enabling customers to build custom logic for applications such as

intrusion detection, zone occupancy monitoring, and automated alerts, expanding use cases without increasing engineering overhead.
- **Expanded Strategic Partnerships**: Expanded software partnerships to cover nearly all of North America and integrated Ouster Gemini into Constellis' LEXSO platform to accelerate adoption across complex security environments.

See Ouster BlueCity deployed in a real-world environment here.

About Ouster

Ouster (Nasdaq: OUST) is a leader in sensing and perception for Physical AI across industrial, robotics, automotive, and smart infrastructure. With a unified platform of high-performance digital lidar, cameras, AI compute, sensor fusion and perception software, and AI models, Ouster delivers solutions that improve quality of life in the physical world. Headquartered in San Francisco, CA, Ouster has a global presence serving thousands of customers 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 "expect," "will", "may," "anticipate," "intend," "reflect," "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 capabilities and benefits of Ouster's software offerings and software-attached offerings; development, demand and adoption of the Company's products; the total addressable market for Ouster's products and offerings; Ouster's market and competitive positioning; , industry and business trends, and Ouster's business objectives and plans, market growth, 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 Ouster's products, inaccurate forecasts of market growth and customer demand; supply chain constraints and challenges; Ouster's ability to respond to evolving regulations and standards; changes to trade policy, tariffs, and import/export regulations may have an adverse effect on Ouster's business, financial condition and results of operation; conditions in the industries the Company targets or the global economy; and other important risk factors discussed in the Company's Annual Report on Form 10-K for the year ended December 31, 2025, 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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