

# MOBILEYE SHIELD+™

## Cyclist and Pedestrian Protection





## Award-winning Cyclist & Pedestrian Detection Technology

Mobileye Shield+™ is the most advanced collision avoidance system available on the market for buses, trucks and commercial vehicles; it can be retrofitted to any vehicle.

### THE NEED

Vulnerable road users, including pedestrians, cyclists and motorcyclists, face daily risk of being involved in potentially fatal road collisions with buses, trucks and commercial vehicles.

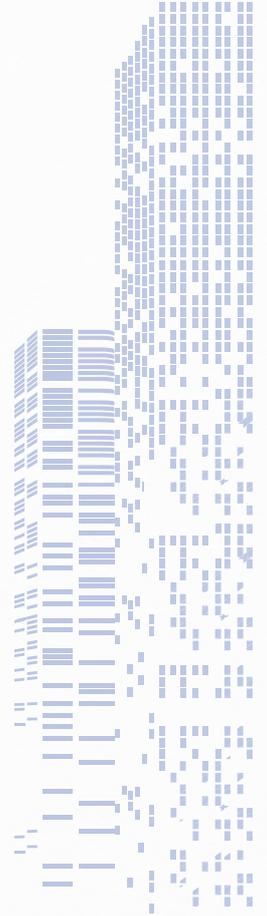
According to the World Health Organization, 1.25 million people lose their lives in road traffic collisions each year.

In 2012, the National Highway Traffic Safety Administration (NHTSA) found 73% of all

pedestrian fatalities and 69% of bicyclist fatalities occurred in urban areas in the US.

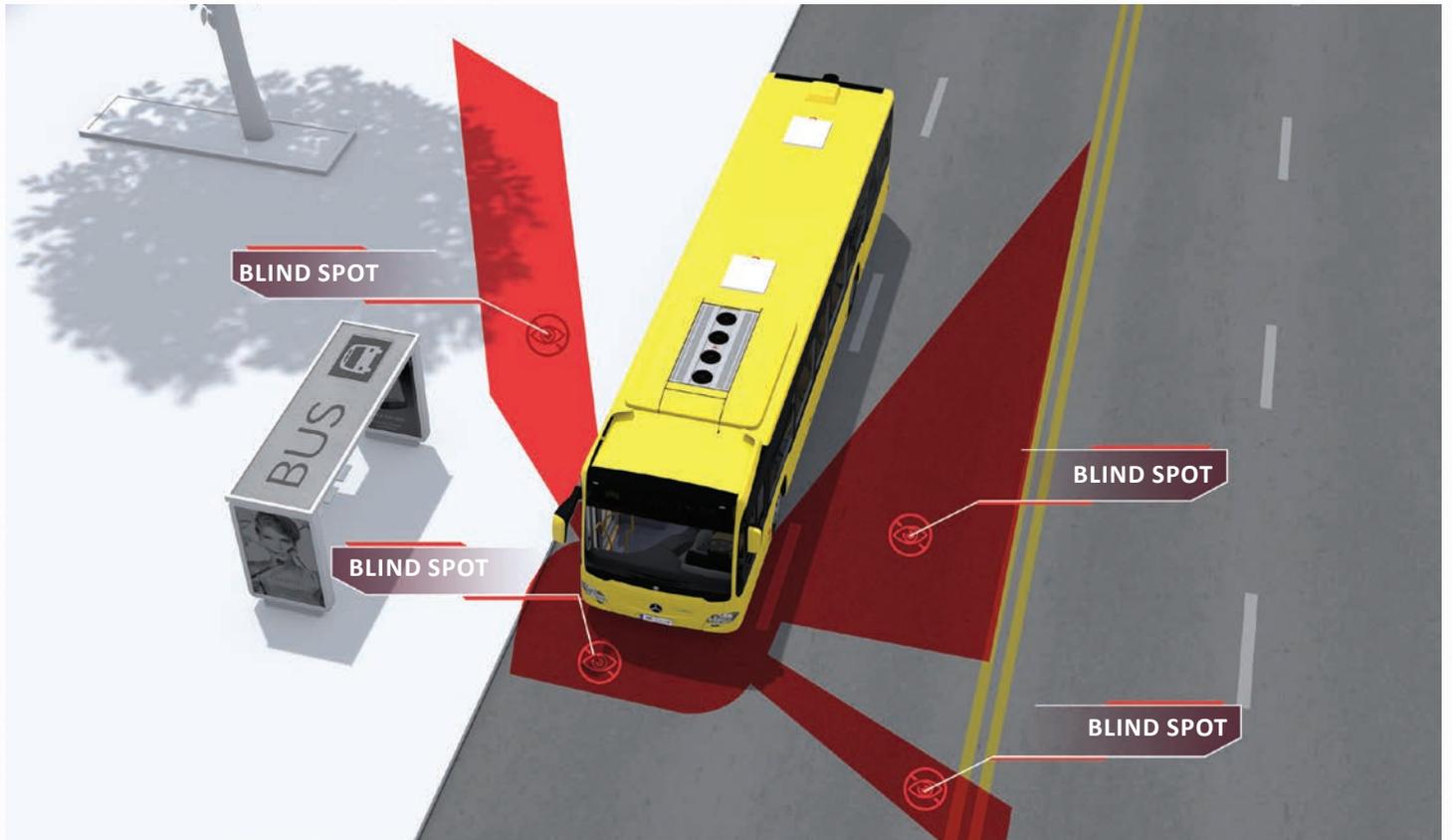
According to the National Transit Database, roughly one pedestrian was killed each week by a transit bus in the US.

In a recent five-year period, the National Transit Database reported that US transit buses were responsible for over 65,000 injuries.



# BLIND SPOT DANGERS

The National Transportation Safety Board found 374 bicyclists and 1,372 pedestrians were killed from impacts with large trucks in a recent five year period.



## OUR SOLUTION

Driving buses, trucks or commercial vehicles is not simple. Today's world is full of distractions. Limited visibility, greater turning radii and larger vehicle mass are just some factors that make it challenging for drivers to identify and mitigate every possible collision situation, especially in congested urban environments.

At Mobileye, we understand these challenges. Our Mobileye Shield+™ system empowers drivers to avoid and mitigate potential collisions with the most vulnerable and difficult to see road users.



# OUR TECHNOLOGY

Our cutting-edge safety technology is leading the future of smart driving for buses, trucks and commercial vehicles. Equipped with strategically placed multi-vision smart sensors, Mobileye Shield+™ acts as a driver's third eye, constantly monitoring the dynamic driving environment and providing drivers with real-time visual and audio alerts as the risk of an imminent collision increases.

Alert displays located inside the vehicle provide clear visual alerts when the vehicle is in motion and a pedestrian, cyclist or motorcyclist is in a danger zone. An audio alert will sound, in addition to the clear visual alert, as the risk of an imminent collision increases.



## ALERT DISPLAY EXPLANATION



The visual alert **turns yellow** when a vulnerable road user is in a danger zone



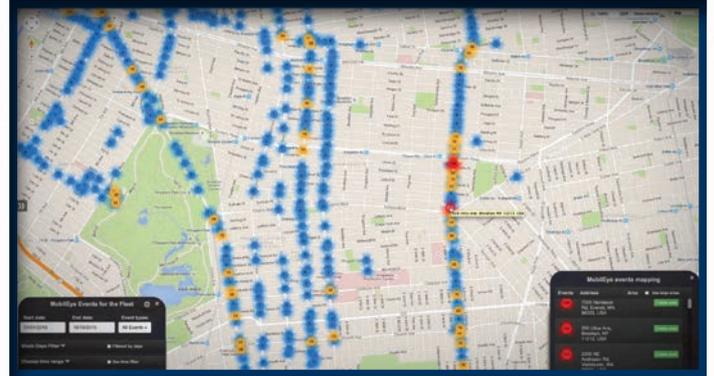
The visual alert **turns from yellow to red**, and is accompanied by an audio alert, as the risk of an imminent collision increases.

# MOBILEYE SHIELD+™ BUSINESS INTELLIGENCE

Mobileye Shield+™ connects with a telematics system to capture and aggregate real-time alert data which helps identify hazardous road locations and infrastructure deficiencies known as hot spots. An interactive map displays the exact location and time

for each alert the vehicle receives. This critical safety information enables urban planners and public transit organizers to accurately identify infrastructure factors contributing to collisions.

Maps locations of vehicle alerts



Provides real-time big data on infrastructure deficiencies



Isolate potential hot spots



Allows decision makers to isolate hot spots in specific locations



# LIFESAVING SYSTEM WARNINGS

Our collision avoidance system includes the following lifesaving warnings.



(PCW)

## Pedestrian & Cyclist Collision Warning

Alerts only of an imminent collision with a pedestrian or cyclist within the vehicle's front and side danger zones, active under 31 MPH (50 Km/h) (threshold can be increased to 43.5 MPH (70 Km/h)), giving the driver time to react and take corrective action.



(FCW)

## Forward Collision Warning

Alerts of an imminent collision with a car, truck or motorcycle, moving at any speed, ahead of the vehicle, giving the driver time to react and take corrective action.



(HMW)

## Headway Monitoring Warning

Helps the driver keep a safe following driving distance from the vehicle ahead and provides visual and audio alerts if the distance becomes unsafe.



(LDW)

## Lane Departure Warning

Alerts with visual and audio warnings when lane deviation occurs without proper signal notification, activates over 40 MPH (65 Km/h).



(SLI)

## Speed Limit Indicator

Recognizes speed limit signs and notifies the driver if the vehicle exceeds the posted speed limit.

## BENEFITS



Dynamic detection angles for each multi-vision smart sensor constantly adjust, adapting to the driving and road environments in real-time.



Minimal false warnings assure the highest level of driver attention whenever an alert is delivered.



Equipping fleets with Mobileye Shield+™ makes cities more socially responsible and gives vulnerable road users and drivers the peace of mind that safety measures are in place to help protect them.



Artificial vision is the only technology on the market capable of differentiating pedestrians and cyclists from inanimate objects.

# TECHNOLOGY FOR A SAFER WORLD

Mobileye® is the technological leader in the area of advanced image sensing and processing technology for automotive applications. With over a decade invested in extensive R&D, Mobileye has gained an unprecedented understanding of the diverse challenges that face drivers on the road and how to keep them safe. This unequalled expertise has

made Mobileye the recognized global pioneer in collision avoidance systems. Mobileye is the OEM (Original Equipment Manufacturer) supplier of collision avoidance technologies to most of the world's leading automobile manufacturers.

## LEADING AUTOMOTIVE BRANDS USING MOBILEYE TECHNOLOGY

**BMW** \_\_\_\_\_ **VOLVO** \_\_\_\_\_ **LAND ROVER**

**KIA** \_\_\_\_\_ **CHRYSLER** \_\_\_\_\_ **AUDI**

**PEUGEOT** \_\_\_\_\_ **CITROEN** \_\_\_\_\_ **GM**

**TESLA** \_\_\_\_\_ **NISSAN** \_\_\_\_\_ **HYUNDAI**

**YULON** \_\_\_\_\_ **SCANIA** \_\_\_\_\_ **IVECO**

**RENAULT** \_\_\_\_\_ **HONDA** \_\_\_\_\_ **MAN**

**FIAT** \_\_\_\_\_ **FORD** \_\_\_\_\_ **mitsubishi**

**OPEL** \_\_\_\_\_ **MAZDA** \_\_\_\_\_ **SSANGYONG** \_\_\_\_\_ **SAIC**





**MOBILEYE**®

Our Vision. Your Safety.™

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