OVERVIEW OF MOBILEYE

About Mobileye
Mobileye N.V. is the global leader in the design and development of software and related technologies for camera-based Advanced Driver Assistance Systems. Our technology keeps passengers safer on the roads, reduces the risks of traffic accidents, saves lives and has the potential to revolutionize the driving experience by enabling autonomous driving. Our proprietary software algorithms and EyeQ® chips perform detailed interpretations of the visual field in order to anticipate possible collisions with other vehicles, pedestrians, cyclists, animals, debris and other obstacles. Mobileye’s products are also able to detect roadway markings such as lanes, road boundaries, barriers and similar items, as well as to identify and read traffic signs. Our products are integrated into car models from 20 global automakers including BMW, Ford, General Motors, Nissan and Volvo.

The Mobileye 560 Collision Avoidance System
The Mobileye 560 Collision Avoidance System is the latest advancement for preventing vehicle crashes and the only system in the industry to incorporate truly comprehensive real-time warnings and alerts. Utilizing an intelligent vision sensor that works like a bionic eye, the system identifies a diverse and extensive variety of potential threats on the road, such as vehicles, cyclists, pedestrians and more. The distance and relative speeds of these objects are continuously measured to calculate the risk of collision. Even lane markings and Speed Limit signs can be detected. When danger is imminent, visual and audible alerts warn the driver in real time giving him the opportunity to avoid a potential collision or mitigate its severity.

The Mobileye system is easily installed in any vehicle. It includes the EyeWatch™ visual display mounted in the cabin and a black box that contains the vision sensor mounted on the interior of the front windshield.

Core Alerts include:
- Forward Collision Warning (operational at any speed – down to zero)
- Lane Departure Warning
- Pedestrian and Bicycle Collision Warning
- Headway Monitoring (Following Time)

Advance Driver Assist Features include:
- Speed Limit Warning
- Intelligent High Beam Control

Benefits of Mobileye
- Reduction in collisions
- Improvement in driver behavior over the long term
- Reduced insurance premiums and fines for non-compliance
- Lower fuel and maintenance costs
- Improved CSA Scores
- ROI is typically less than 12 months
- Mounts inside the vehicle vs. radar which mounts outside and can be impeded by weather
- More than just object detection, Mobileye can distinguish between vehicles, pedestrians and bicycles

Example of one large trucking company’s experience with Mobileye with nearly 1 billion miles traveled
- Incurred cost per mile down 37%
- Overall accident and incident rate down 30%
- Chargeable accident rate down 30%
- Total DOT accident rate down 26%
- In the first 3 months systems savings paid for fleet-wide implementation, 5000+ vehicles