

COLLISION AVOIDANCE SYSTEM

**PROTECT YOUR FLEET
AND YOUR BOTTOM LINE
WITH MOBILEYE.**



Mobileye. The World Leader In Collision Avoidance Systems.

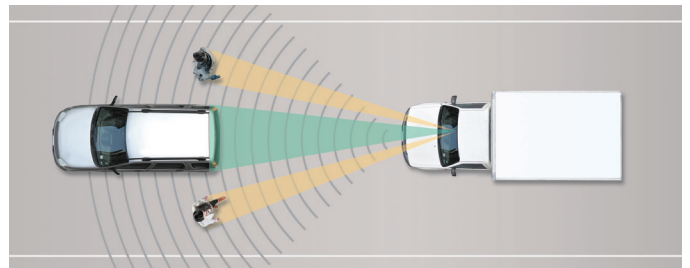


The road ahead can have many unforeseen turns – for your drivers, as well as others on the road. Help protect them with the Mobileye Collision Avoidance System. By constantly monitoring the road, Mobileye's intelligent vision sensor can identify potential threats such as other vehicles, pedestrians, cyclists and more. The distance and relative speeds of these objects are continuously measured to calculate the risk of your driver colliding with them. Even lane markings and speed limit signs are detected.

Unlike other systems, when a threat is detected, Mobileye warns your drivers with simple visual and audible alerts in real time – giving them the time to make necessary corrections to avoid potential collisions or mitigate their severity. Mere seconds can mean the difference between staying safe and a collision.

Saving Money And Lives.

Some companies claim to have a collision prevention system, but they rely on studying data **after** the incident. Mobileye is the only system that can help stop an incident **before** it happens. By adding Mobileye to your fleet, your company will experience a greater reduction in incidents, fewer fines and lower insurance costs. And Mobileye quickly pays for itself – ROI is typically 12 months or less with very little or no driver training necessary.



All-in-one system recognizes: cars, trucks, motorcycles, bicycles, pedestrians, lane markings and speed limit signs

Fleet managers have installed our trusted collision avoidance system in some of the world's best-run fleets including cars, trucks, buses, service vehicles and taxis, in both rural and urban environments. Many global organizations have experienced significant reductions in incidents, collisions and associated costs. Your fleet can accomplish the same.



Connectivity with Telematics

Gives fleet managers critical insight into driving behavior.



Accident Reduction

A pilot involving 2,000 trucks driving 47 million miles resulted in zero accidents vs. the average of 11-13 accidents.



Cost Reduction

A fleet of over 4,000 vehicles has achieved a 37% reduction in crash costs per mile traveled.

Better Drivers Are Better For Your Business.

Mobileye integrates seamlessly into most fleet management and telematics systems. If desired, data can be easily exported to third-party telematics and fleet management systems, enabling enhanced visibility of your fleet, as well as greater insight into driver behavior.

Most importantly, it can assist in driver evaluation and training and help drivers become aware of their own driving habits and, as a result, drive more safely.

All alerts are available via the Mobileye CAN channel for telematics and third-party integrators.

Governing and Regulating Agencies Agree.

The Federal Motor Carrier Safety Administration (FMCSA)

Advocates the voluntary adoption of collision avoidance systems to improve fleet safety

The National Transportation and Safety Board (NTSB)

Includes collision avoidance systems on Most Wanted/Top Ten Advocacy List

The National Highway Traffic Safety Administration (NHTSA)

Tracks collision avoidance systems as part of their 5-Star Safety Ratings program

Collision Avoidance Technology Addresses the Main Causes of Vehicle Crashes.

According to the National Highway Transportation and Safety Administration, Department of Transportation and the Virginia Tech Transportation Institute*:

- **93%** of all crashes are due to human error, with driver inattention being the primary cause
- **Over 74%** of all crashes involve driver inattention within three seconds prior to an incident
- **40%** of rear-end collisions have no brake application whatsoever
- **60%** of crash fatalities are due to unintentional lane departure

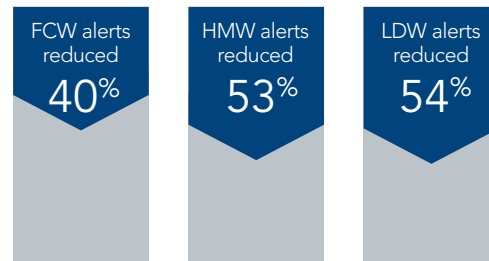
*Research report 2009

Reduce Accidents and Increase Safety With Improved Driver Behavior.

See three examples of how Mobileye has
made drivers safer on the road.

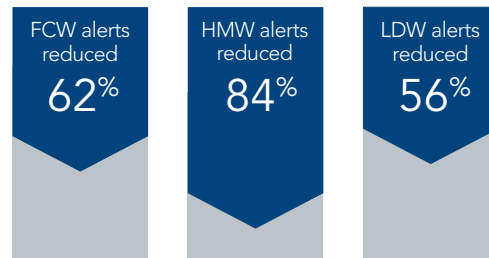
A global building company

Achieved a **53%** reduction in
overall alerts over a 4-week period.



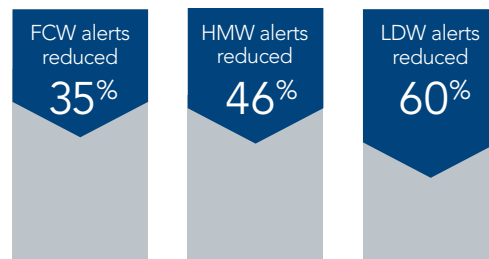
One of the country's largest natural-gas-only distributors

Achieved a **79%** reduction in
overall alerts over a 3-week period.



A world-renowned integrated security solutions provider

Achieved a **48%** reduction in
overall alerts over a 9-week period.



FCW = Forward Collision Warning

HMW = Headway Monitoring/Following Time Warning

LDW = Lane Departure Warning

Only Mobileye Has All of These Exclusive Safety Functions and Features in One Device.



FORWARD COLLISION WARNING

Alerts the driver to an imminent rear-end collision with a car, truck, or motorcycle



PEDESTRIAN AND BICYCLE COLLISION WARNING

Alerts the driver to an imminent collision with a pedestrian or bicyclist



LANE DEPARTURE WARNING

Alerts the driver if vehicle leaves the lane without the use of turn signals



HEADWAY MONITORING/ FOLLOWING TIME

Alerts the driver when following time becomes critically short



INTELLIGENT HIGH BEAM CONTROL

Automatically turns the high beams on/off depending upon the level of light and relative distance from other traffic¹



SPEED LIMIT INDICATOR

Notifies the driver whenever the vehicle exceeds the posted speed limit²

Easy To Install Into Your Fleet.



The Mobileye system includes the EyeWatch™ visual display unit and the vision sensor, which is mounted on the interior of the front windshield.³

Optional Enhancement Features.

The following optional features can be incorporated to further reduce accidents:

- Automatically muting the car radio
- Instantly deactivating factory cruise control
- Adding any function for a third-party device that has a discrete input
- Integrating with older vehicles
- Incorporating haptic warnings that provide tactile alerts; for example, a driver's seat or steering wheel can be outfitted with a vibrator that can be set to various strengths, frequencies and patterns

¹May require additional parts and labor. ²Available in the U.S. and parts of Canada. ³Mobileye must be professionally installed.

Technology For A Safer World.

Mobileye is the technological leader in vision-based advanced driver assistance systems. Our proprietary software algorithms and EyeQ® chips for OEMs, along with our aftermarket fleet and consumer solutions, perform detailed interpretations of the road ahead to anticipate possible collisions with cars, trucks, motorcycles, pedestrians, and bicyclists, as well as other safety features.

Mobileye solutions have been integrated into new vehicle models since 2007, with planned implementation into 237 models from 20 OEMs, making Mobileye the global leader in collision avoidance systems.



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