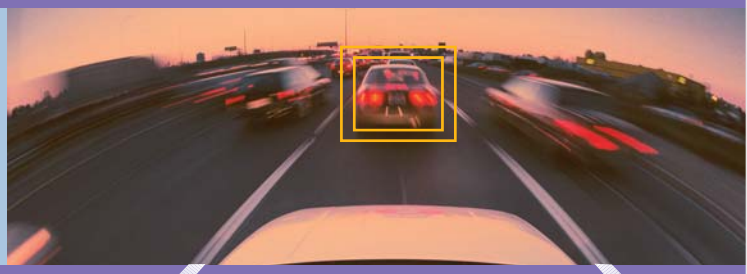
AWS

MOBILEYE



MOBILEYE Advance Warning System

Our Vision. Your Safety.

www.mobileye.com

MOBILEYE Advance Warning System

Selected by leading automakers including BMW, Volvo and GM, Mobileye is recognized as the international leader in vision-based driver assistance technologies.

Developed in one of the largest automotive vision-based research center worldwide,all Mobileye applications are fueled by a sophisticated vision-system-on-a-chip that analyzes real-time images and road scenes. Mobileye's ongoing technology development will continue to assist automakers to push the boundaries of Driver Assistance Systems (DAS) such as future enhanced Adaptive Cruise Control systems (ACC).

Mobileye's innovative consumer product line, the MOBILEYE Advance Warning System (AWS) is the safety solution of choice for commercial drivers, leading fleets, insurance companies and drivers worldwide.

Mobileye's automotive safety solutions provide drivers with timely alerts to prevent forward collision and lane departure accidents, the most common and dangerous threats on the road today.

Functioning as an extra 'eye' to continuously analyze the road ahead and provide alerts only when necessary, both the seasoned and novice driver are safeguarded when distraction or fatigue strike. Mobileye is suitable for all vehicle types and weather conditions.

Mobileye is the only driver safety solution offering the 3 essential accident-prevention warnings in one unit.

Mobileye features unique technological achievements:

- Monocular approach - the ability to perform obstacle detection, range and relative speed measurement with a single camera.
- A unique range of vision based DAS applications.
- The Mobileye EyeQ™ vision-system-on-a-chip.

EyeQ™, Mobileye's processor which runs its vision algorithms, is a complete vision-system-on-a-chip with the equivalent computing power of two powerful Pentium computers and at a fraction of the cost. Mobileye EyeQ™ meets automotive cabin grade qualification requirements.

Mobileye's algorithms use an advanced spatio-temporal classification technique based on a novel machine learning approach that trains the system with static and dynamic visual information. The sophistication of the pattern recognition cores allows robust processing using a monocular (single camera sensor) configuration.

Applications that have been specifically developed for vehicle manufacturers, such as: Pedestrian Detection, High Beam Assist and Traffic Sign Recognition will be incorporated into Mobileye's product line in future versions.

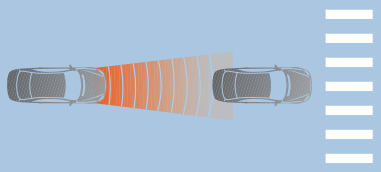
The Mobileye AWS product line is a unique, camera-based safety solution for accident prevention and mitigation, preventing injuries and saving lives.

The system includes a smart camera located on the front windshield inside the vehicle and utilizes Mobileye's advanced vision technologies to detect and measure the distance to vehicles and to lane markings, providing the driver with timely alerts.

The system helps drivers in situations where they are distracted and might not notice a dangerous situation. Even two seconds of distraction while answering the mobile phone, turning around to the kids, or driving while fatigued can lead to a road accident.

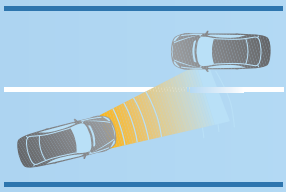
Mobileye AWS equips drivers with the following safety features:

Forward Collision Warning (FCW)



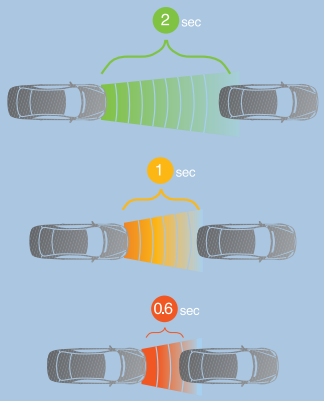
Assists in preventing collisions with vehicles ahead by alerting drivers to both moving and stationary vehicles, while filtering cars in adjacent lanes posing no threat. Alerts are provided up to 2.7 seconds before collision – enough time to safely stop and avoid an accident.

Lane Departure Warning (LDW)



Alerts the driver to unintentional lane departures by monitoring vehicle position in the lane. By utilizing road detection technology an alert is sounded if the driver has unintentionally departed from a lane without using the appropriate turn signal. The system issues an audio and visual warning giving the driver more time to react.

Headway Monitoring and Warning (HMW)



By calculating the distance from the vehicle ahead Mobileye provides distance indication to drivers. Maintaining a regular safe distance is a task drivers tend to underestimate, resulting in accidents caused by insufficient distance keeping. The headway monitoring function provides the driver with both numerical and color headway data. The headway warning function provides an audio alert when the headway becomes critically short.

3rd Party Connectivity

Mobileye creates data that can be exported to 3rd party systems such as Fleet Management Solutions, blackbox recorders, driver training systems and more. Mobileye captures driving events such as tailgating, lane deviation and imminent forward collision. Once made available to 3rd party systems, the information is used for driver evaluation, training and improvement. Data provided is used for enhancing any driving-related risk management program.

The MOBILEYE AWS Product Line

From fleets to family cars, the expanded Mobileye product line offers the most comprehensive and cost-effective accident prevention solutions on the market.

All products in the MOBILEYE AWS line employ the same cutting-edge technology with a variety of user interfaces to suit driver preference and budget. The systems utilize a smart camera placed on the windshield inside the vehicle to measure distances to lanes and vehicles, offering real-time warnings in times of danger, dramatically reducing the chances of an accident.

Mobileye's EyeQ™ vision system-on-a-chip, running Mobileye's algorithms, represents a technological breakthrough that combines high performance with low cost, and the consolidation of multiple assistance applications on a single platform for accident prevention.

MOBILEYE AWS-4000F designed for commercial vehicles in a severe service environment. This robust product offers an enhanced alert scheme for distance keeping, J1939 support, and fleet management solutions connectivity.

MOBILEYE AWS - 4000 offers audio and visual alerts by a color-coded display, numerical alerts, and dedicated speakers.

MOBILEYE AWS - 2000 offers audio alerts to ensure safe lane position and prevent forward collision in the most compact and cost effective product to date.

MOBILEYE FCW offers audio alerts needed to prevent forward collisions in both slow moving traffic and on highways.

MOBILEYE AWS -1000 exclusively for automobile integrators, working in tandem with other in-vehicle devices, such as GPS, fleet management systems and more.

	MOBILEYE AWS-4000 F	MOBILEYE AWS-4000	MOBILEYE AWS-2000	MOBILEYE FCW	MOBILEYE AWS-1000
Safety Features					Development Platform
Forward Collision Warning	✔	✔	✔	✔	✔
Lane Departure Warning	✔	✔	✔		✔
Headway Monitoring and Warning	✔	✔			✔
Driver Interface					
Display unit	✔	✔			
Audio Alert	✔	✔	✔	✔	
Stereo speakers	✔	✔			
Customized Alert Scheme	✔				✔
3rd party connectivity	✷	✷	✷		✔

✷ Optional

Checking the rear view mirror. Answering a phone call. Glancing at kids in the backseat.

These seconds are critical when it comes to avoiding an imminent collision. Never distracted or fatigued, Mobileye alerts drivers to the following dangerous driving situations:

- **Collision with a vehicle ahead**
- **Unintended lane departure**
- **Insufficient distance keeping**

Day or night, in clear or inclement weather, MOBILEYE AWS is the unique 3 in 1 safety solution for accident prevention and mitigation, selected by fleets and families worldwide.

DID YOU KNOW?

- **93% of all accidents** are due to human error, driver inattention being the primary cause.[1]
- **Close to 80% of accidents** include driver inattention in the 3 seconds preceding the accident.[2]
- **60% of road accident** fatalities are due to unintentional lane departures.[3]
- **90% of rear-end accidents** can be prevented by receiving 1.5 seconds of advance warning.[4]

Benefits of Mobileye

Alerts of unintentional lane departure
Alerts of imminent rear-end accident situations
Prevents low speed bumper-to-bumper accidents
Promotes safer driving habits including improved use of turn signals and safer headway keeping
Increases driver's awareness of danger
Reduces the driver's load and increases driving safety
Provides a tool for driver evaluation and training
Data gathered can be recorded and analyzed for complementing solutions
Provides a cost effective safety solution for fleet owners
Reduces insurance rates due to accident reduction
Reduces maintenance costs due to improved driving

[1] The Relative Frequency Of Unsafe Driving Acts In Serious Traffic Crashes, NHTSA
[2] 100-Car Naturalistic Driving Study, NHTSA and the Virginia Tech Transportation Institute
[3] Road Safety Fact Sheet, U.S. Department of Transportation, Federal Highway Administration
[4] Daimler Benz Study

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