Mobileye
World Leader in Collision Avoidance & Autonomous Driving Technology
Mobileye

“We are using the technology developed for the autonomous industry to serve smart cities and benefit their residents today”
In 1999, Prof. Amnon Shashua and Mr. Ziv Aviram found Mobileye and harness the power of computer vision for automotive safety.

2014: Publicly traded on the NYSE (MBLY)

2007: First Camera/Radar Fusion – Volvo

2011: First camera-only FCW

2015: First camera-only AEB - 10 Millionth Chip

2016: First camera-only full speed Adaptive Cruise Control (ACC) on Nissan ProPILOT

2017: REM™ mapping launch: Two million vehicles collecting data by YE 2018

2017: An Intel Company

2021: BMW Group and Mobileye Team Up to Bring Fully Autonomous Driving to Streets
Nearly Two Decades Later…

Mobileye is a world leader in Advanced Driver Assistance Systems (ADAS)

- 25+ Leading OEMs rely on Mobileye
- 30+ million Mobileye-equipped vehicles
- 13 automakers Working with Mobileye to enable autonomous driving
<table>
<thead>
<tr>
<th>Location</th>
<th>Campaign Details</th>
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<tbody>
<tr>
<td>Barcelona</td>
<td>5,000 vehicles</td>
</tr>
<tr>
<td>New York</td>
<td>2,000 vehicles servicing the ride-share apps such as Uber</td>
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<tr>
<td>UK</td>
<td>To gather and share map data to manage infrastructure for smarter cities &amp; safer roads</td>
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<tr>
<td>Düsseldorf</td>
<td>750 fleet vehicles</td>
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</table>
Mobileye and Ordnance Survey

Empower your fleet with safety and data
How Mobileye Technology Can Serve Cities

SAFER
Making The Roads Safer for Everyone Today

SMARTER
Support infrastructure changes in your city with actionable data

AUTONOMOUS READY™
Paving the Way to Autonomous Driving
Lifesaving Features

- Forward Collision Warning
- Pedestrian and Cyclist Warning
- Lane Departure Warning
- Headway Monitoring & Warning
- Speed Limit Indication
Abellio London

**Location:**
UK

**Vehicles:**
66 Buses

- A reduction in avoidable collisions by nearly 30%
- Unexpected side benefit – a reduction in passenger injuries from avoidable collisions by 60%
Hotspot Mapping

Where pedestrians are more vulnerable to accidents and can provide data about infrastructure (lanes, traffic signs) for decision makers
Revolutionising Mobility
How We Make Autonomous Driving Real

Three Pillars of Autonomous Driving

- Camera-Centric Sensing
- Crowd-Sourced Mapping
- Semantic Driving Policy
How We Make Autonomous Driving Real

Three Pillars of Autonomous Driving

Camera-Centric Sensing

Crowd-Sourced Mapping

Semantic Driving Policy
Sensing

Entire roadscape
• Pedestrians
• Lane Markings
• Vehicles
• Traffic Signs
• Land Marks
• Traffic Lights
• Holistic Path
Sensing 360° awareness

12 CAMERAS Configuration
How We Make Autonomous Driving Real

Three Pillars of Autonomous Driving

Camera-Centric Sensing

Semantic Driving Policy

Crowd-Sourced Mapping
Why HD maps are important for autonomous driving

- Redundancy for sensors
- ‘Memory’ of the vehicle
- Crucial for localisation and planning
Data Harvesting - Road Experience Management (REM™)
Harvested roadscape data is anonymised and encrypted, then sent to the cloud
REM™

Further Application: Hazards

Vehicle vision sensor identifies hazards on the road and can classify them to warn other drivers.
Vehicle vision sensor identifies empty parking spots, resulting in a dynamic map of free parking spaces.
Local Authorities See Safer Roads With Mobileye 8 Connect™

Avoid Collisions with Real-time Alerts – Day & Night
Enhanced ADAS Features

Improve Driving Behaviour
Enrich existing telematics dashboards & driver trainings with Mobileye Alert Data

Rely on A Tech You Can Trust
Powered by EyeQ4, the most advanced vision computing System-on-Chip (SoC) available on the market
Thank You.

Drive Safely!