



Mobileye - Collision Prevention Systems



Dear Partner,

Researches and statistics prove that 93% of car accidents are caused by human error, primarily by driver's inattention before the collision. As we all know, distracted driving can have fatal consequences within a split second.

Mobileye has invested more than a decade and \$150 million in developing a solution that helps drivers effectively prevent collisions and car crashes caused by their inattention. The company offers **a unique advanced technological system** that actively assists the driver by identifying imminent dangerous situations on the road. The system provides audio visual warnings in real time, enabling the driver to react in a timely manner and therefore avoid accidents.

Researches also show that Mobileye enhances driving skills in the long-term. Drivers remain alert to the road: they use turn signals, improve braking patterns and keep a safe following distance. Overall the Mobileye system greatly contributes to better driving culture and experience.

Mobileye's true uniqueness is based on its key technological breakthroughs: Mobileye uses a single camera for **all of its applications, and bundles together** multiple applications running simultaneously on a single processor.

Mobileye's benefits for the corporate and fleet segments are unparalleled. We are pleased to present you with our active vehicle safety features and are confident that our offering will profit your company, your drivers and your passengers.

With My Best Regards,



Isaac Litman
CEO, Mobileye Products

The Mobileye Solution



Mobileye C2-270 system

Mobileye C2-270 is a safety solution for collision prevention and mitigation. The system includes a smart camera located on the front windshield inside the vehicle. It utilizes Mobileye's vehicle, lane and pedestrian detection technologies to measure the distance to vehicles, lane markings and pedestrians, providing the driver with real-time life-saving alerts.

Mobileye C2-270 acts as a "third eye" on the road: never distracted and always ready to warn the driver of sudden danger.



Exploiting Synergies

Mobileye's integration with complementary products enables customers to benefit from very powerful synergies. The Mobileye C2-270 system can be enhanced by using the following add-on applications:

- Mobileye intelligent Event Data Recording (EDR)
- Vehicle tracking via GPS integration
- Fleet Management System (FMS) integration
- Integration with black box solutions
- Connectivity abilities with external displays

No need to program, operate or maintain Mobileye systems: they may be installed in any vehicle and they work as soon as the car is turned on.



Four Real Time Warnings

Lane Departure Warning (LDW)

Alerts the driver with visual and audio warnings when deviating from the driving lane; a situation that may end in a forward or rear-end collision, a run-off-road crash or a rollover.

Mobileye's system measures the distance from the vehicle's wheels to the lane markings on both sides of the vehicle.



Forward Collision Warning (FCW), including Motorcycle Detection

Alerts the driver to an imminent rear-end collision with the vehicle or motorcycle ahead. Mobileye C2-270 calculates the Time To Collision, based on the distance and the relative speed between the two vehicles.

Mobileye FCW alerts the driver up to 2.7 seconds before a collision occurs, allowing enough time to react.



Pedestrian Collision Warning (PCW), including Bicycle Detection

Alerts the driver during daytime with visual and audio warnings of an imminent collision with a pedestrian or bicyclist.

Mobileye C2-270 uses inputs from the forward looking camera to detect and track pedestrians and bicycles, and to identify a potential collision.



Headway Monitoring & Warning (HMW)

Many drivers overestimate the headway to the vehicle in front, not realizing that, as their speed increases, the effective headway time decreases, leaving them insufficient time to react. The headway warning function provides an audio visual alert when the headway becomes critically short.

Mobileye HMW enhances driving safety by assisting the driver in keeping sufficient headway, thus considerably reducing the risk of a collision.



Mobileye - leading the way to safe driving

Key Facts

✓ A Clear Mission

Ever since it was founded in 1999, Mobileye has firmly positioned itself on the road safety market, committed to develop technological solutions that prevent car accidents and keep drivers and passengers safe.

✓ Technological Leadership

Mobileye is a world pioneer in developing camera vision based driver assistance systems. The company offers the most advanced technological solutions in the field.



✓ Worldwide recognition

Mobileye has already been selected by **a wide range of global automotive companies**, such as BMW, GM and VOLVO, for their vehicles, as well as by large international fleets across the world.

✓ A True Commitment

Mobileye is at the service of its customers and works unstintingly in order to provide the most advanced and effective solutions. Mobileye is committed to substantially decrease the probability that the driver will be involved in a car accident.

✓ Professionalism and Expertise

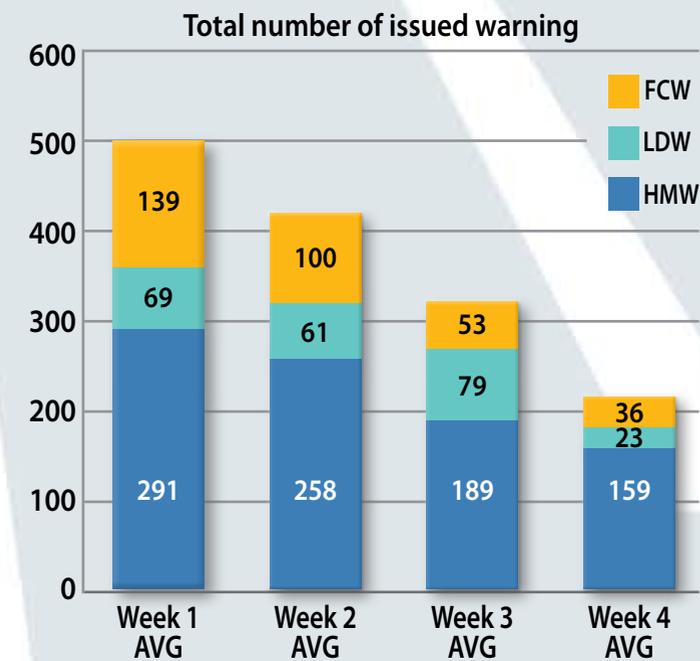
Ten years of Research & Development, ground-breaking technology, responsiveness to market needs – all of the above have helped forge Mobileye's expertise and know-how in the road safety field.

✓ Global Distribution

Mobileye is constantly expanding its activities all over the world and operates through a wide network of partners that distribute its products.

Mobileye Provides Substantial Added Value

Mobileye's installation in Coca Cola Hellenic's fleet vehicles in Europe revealed outstanding outcomes. Data collected showed that the total number of issued warnings significantly decreased (see below graph) and Mobileye was overall credited with **no collisions, better drivers' performance, and improved fuel efficiency.**



Mobileye Enables Excellent Return On Investment (ROI)

Fleets achieve ROI within 4 to 18 months when equipping their vehicles with Mobileye, thanks to the overall costs they save over time.

Mobileye Reduces Car Accidents

The Dutch Bureau of Transportation conducted a one year-long empirical research in 2009 with 2000 Mobileye-fitted trucks that traveled a total distance of 77 million kilometers **None of the vehicles equipped with Mobileye were involved in any accidents**¹.

Mobileye Saves Car Insurance Costs

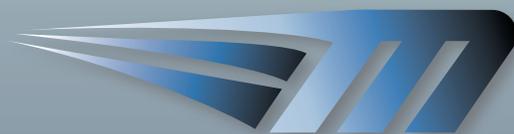
Several insurance companies around the world have decided to grant discounts on car insurance policies for drivers who have installed Mobileye in their cars.

Mobileye is the Recipient of several Prestigious Awards

Mobileye received the "Brake" Award for fleet safety products in 2009 and 2010, as well as the **Red Herring Top 100 Innovators Award and the Frost & Sullivan 2006 Entrepreneurial Company of the Year Award in the Automotive Industry.**

¹ Research made by TNO and the Dutch Bureau of Transportation

Mobileye – the most Comprehensive and Advanced Solution Worldwide for Collision Prevention



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Our Vision. Your Safety.

www.mobileye.co.il

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