MOBILEYE

3rd EYE TO IMPROVE
THE ROAD SAFETY

**Found @1999
Nearly two
decades later…**

Mobileye became the world leader in
Advanced Driver Assistance Systems (ADAS)
With its vision based technology

25+

Leading OEMs using
Mobileye

20+ million

Mobileye-equipped
vehicles

100+

Distributors worldwide

650+

Employees

Nearly two decades later…
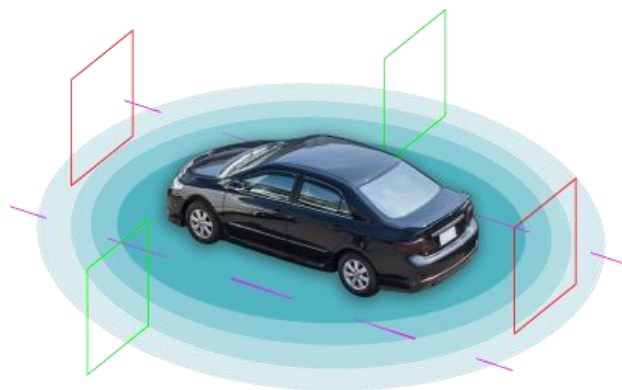
NYSE (MBLY)

2014-08-01

2017-08-08

Mobileye Provides Solutions for the Entire Automotive Eco-System

Today Mobileye is Leading the Mobility Revolution

Autonomous

Aftermarket

Mobileye Vision based   technology

Industry First Technological Innovation

EyeQ1 1X — 180nm

EyeQ2 6X — 90nm

EyeQ3 48X — 40nm
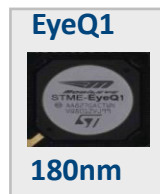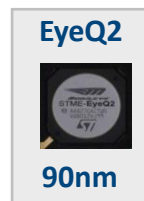
2007	2008	2010-11	2013	2015
First Camera/Radar Fusion	**First Bundling of LDW, IHC, TSR**	**First Pedestrian AEB**	**First Camera Only ACC and Traffic Jam Assistant**	**First Camera Only Full Auto Braking (AEB)**
		First Camera Only FCW	**First Camera Only AEB (partial braking)**	**First Animal Detection**
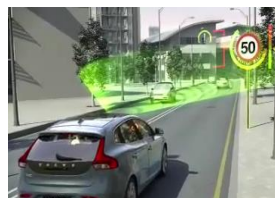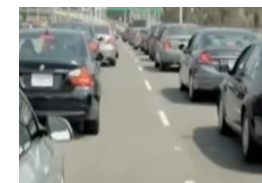
Autonomous Driving

Mobileye believes that fully autonomous cars will only be possible through mastery of three technology pillars:

- 👁 Sensing
- 🛣 Mapping
- ✖ Driving Policy

Technology and Product Offering

Safety Features
- **Lane Detection**
  - Lane Departure Warning (LDW)
  - Lane Keeping and Support
- **Vehicle Detection**
  - Forward Collision Warning (FCW)
  - Headway Monitoring and Warning
  - Adaptive Cruise Control (ACC)
  - Traffic Jam Assistant
  - Emergency Braking (AEB)
- **Pedestrian Detection**
  - Pedestrian Collision Warning (PCW)
 - Pedestrian Emergency Braking

Driving Enhancement Features
- **Traffic Sign Recognition**
- **Intelligent High Beam Control**
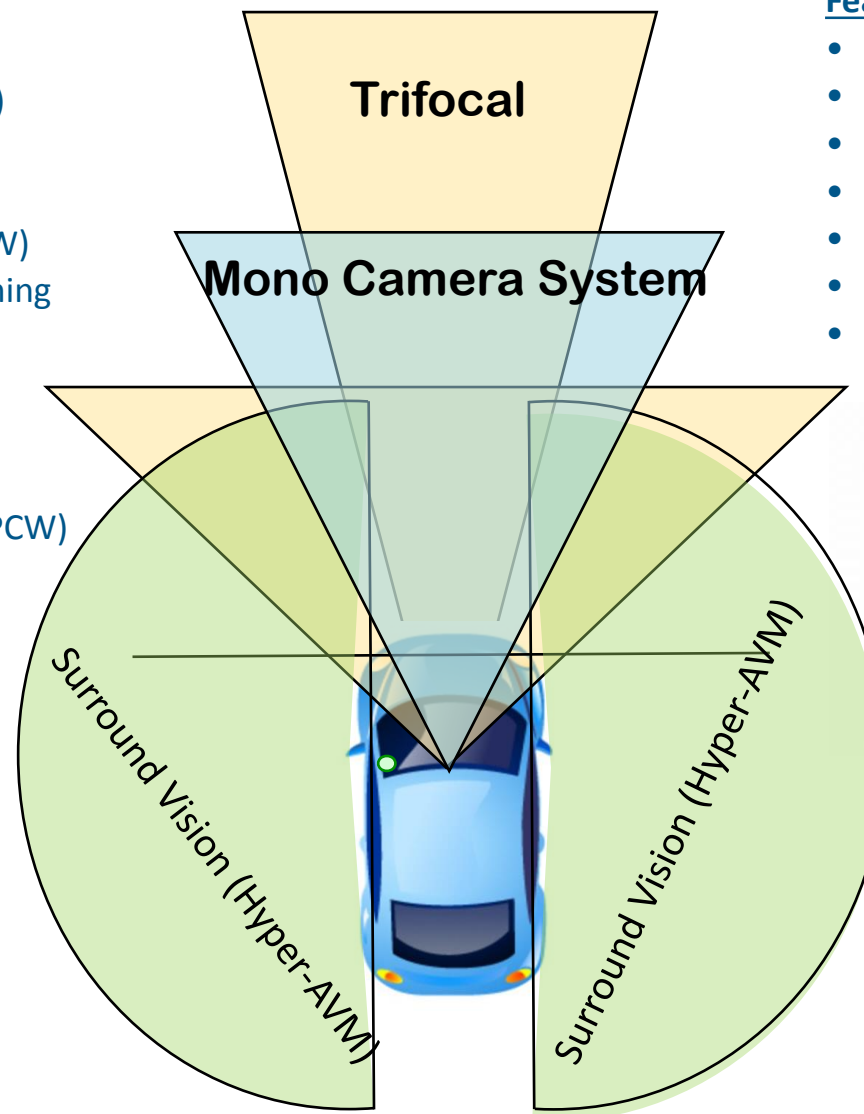
Features under Development
- **Free-space Estimation (SFM)**
- **General Object Detection**
- **Emergency Steering**
- **Road Profile Reconstruction**
- **Traffic Light Detection**
- **Surround Vision (Hyper-AVM)**
- **Automated Driving**

Trifocal

Mono Camera System

Surround Vision (Hyper-AVM)

Surround Vision (Hyper-AVM)
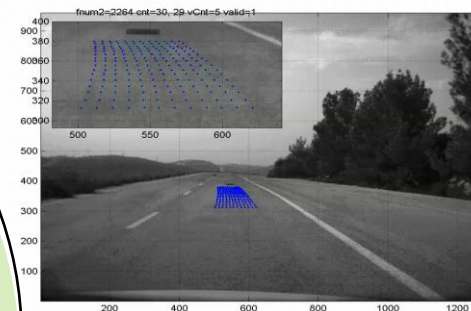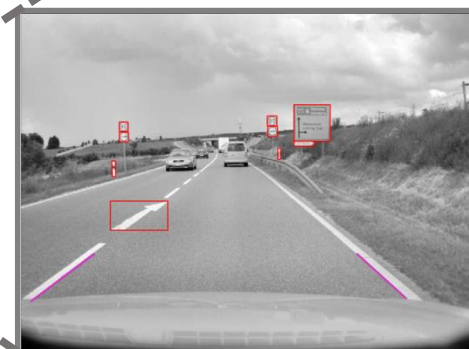
Road Experience Management (REM)

- **Sparse 3D**
- **Dense 1D**
- **Crowd sourced**
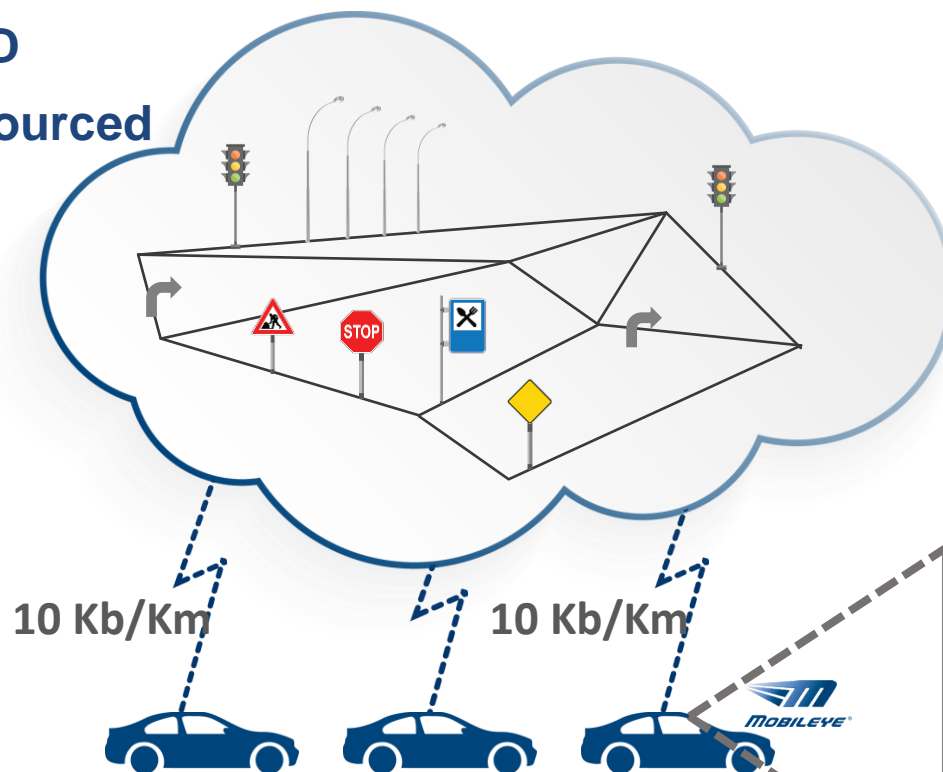
Localization: 10cm accuracy everywhere

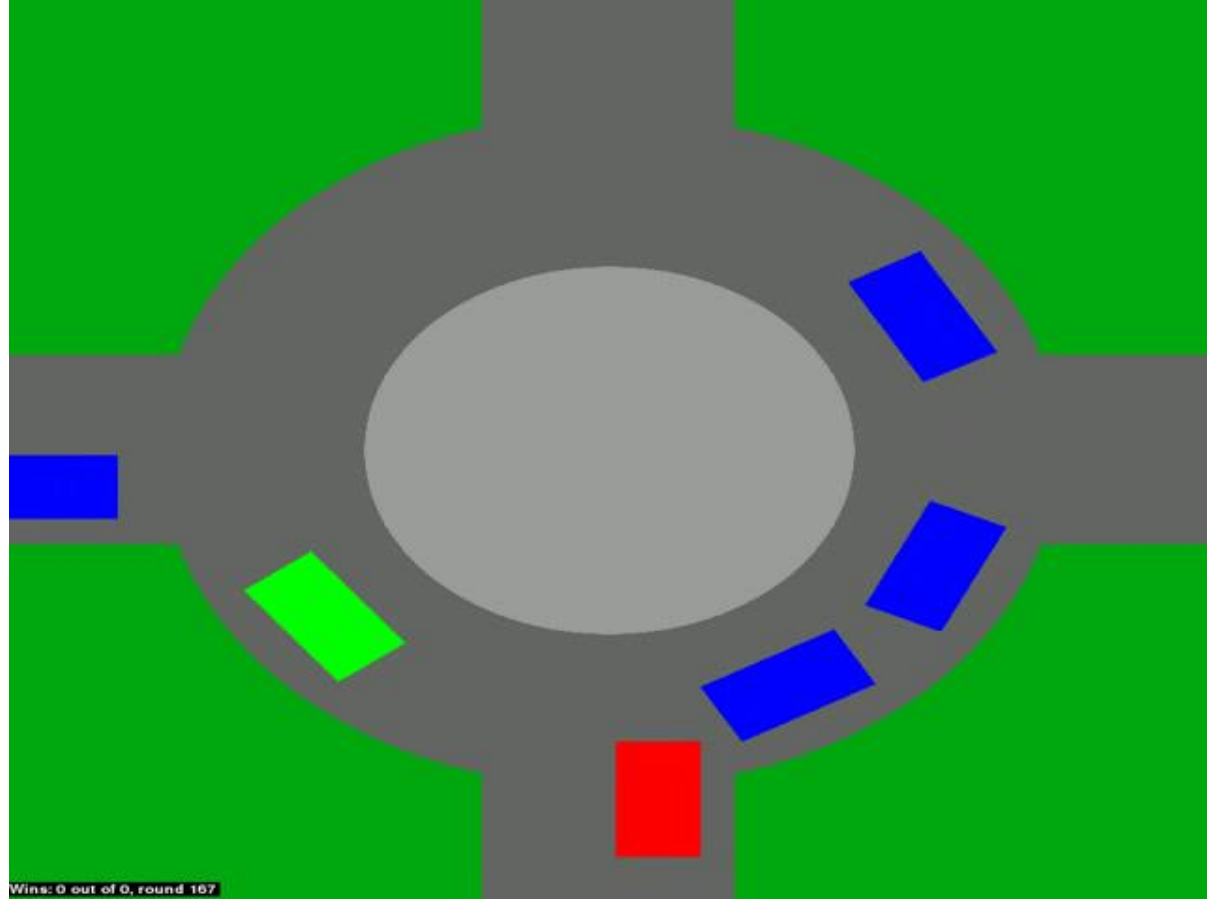Roadbook: Precise drivable paths for autonomous driving & other map services

10 Kb/Km   10 Kb/Km

Visual Landmarks

Landmark Density - Germany

Example: Negotiating entry to a Roundabout

Wins: 0 out of 0, round 167

Mobileye Aftermarket Portfolio

Mobileye 5, 6, 7

Mobileye 8

Shield+

Powered by Mobileye

Features

Forward Collision
Warning

Pedestrian and
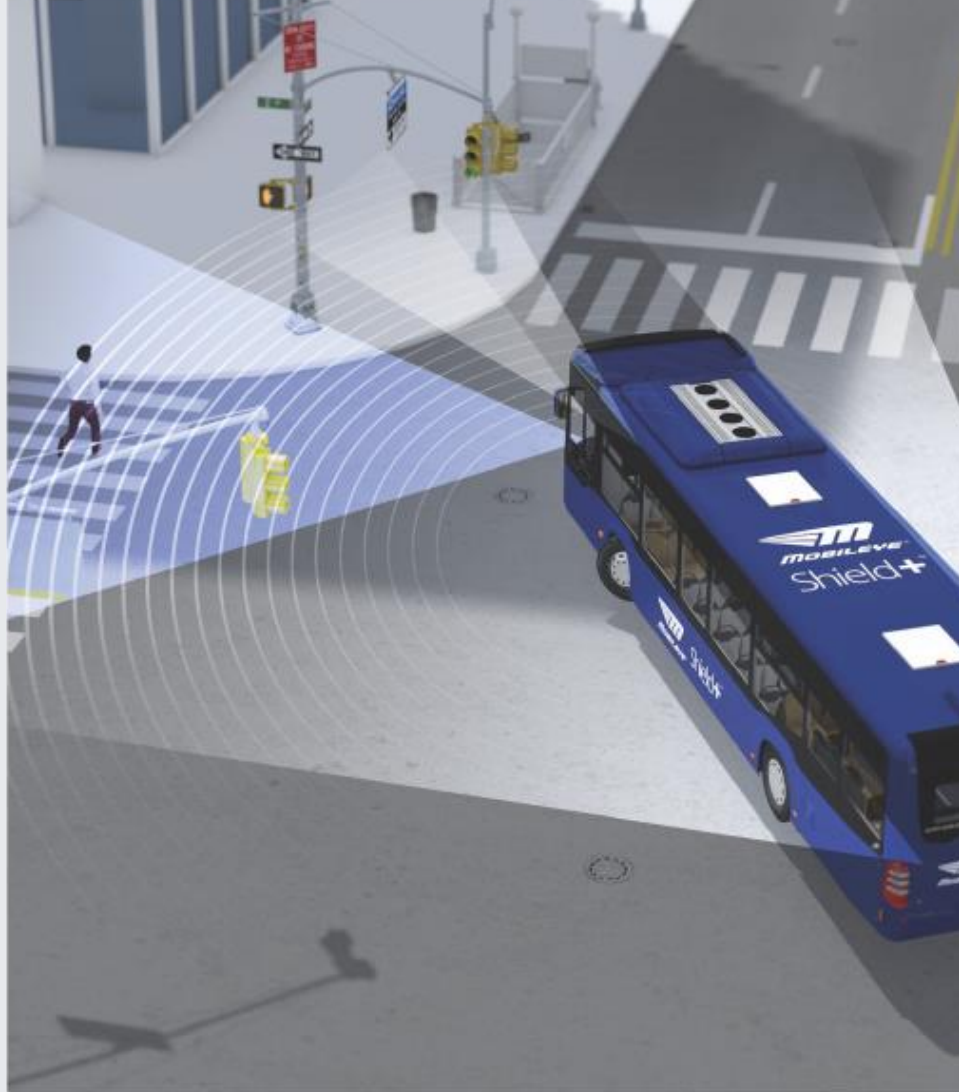Cyclist Warning

Lane Departure
Warning

Headway Monitoring
Warning

Speed Limit
Indication

Mobileye Aftermarket Portfolio

Multiple Cameras + dashboard display & 2 side displays for pedestrian and cyclist detection

- Designed for large vehicles
- w/large blind spots
- Well-suited for urban areas

Smart Cities

→ Create Safer Cities
→ Harness Data for
  Infrastructure Improvements

→ Reduce Congestion
→ Realize Results with
  Simple Alerts

THANK YOU!

DRIVE SAFELY...