Cognitive Active Safety Features

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Description

Proactive driver safety functions are becoming more and more advanced as we get closer to autonomous driving. In the process of developing cars that can be fully autonomous, we will have more and more functions that leverage building block components of autonomous driving like specific artificial intelligence.

Examples

Driveri is a dash camera that uses AI to monitor real-time road conditions to provide driving suggestions. The company has partnered with fleets and commercial drivers to monitor driving behavior but also teach people how to be better drivers.
NVIDIA has made a driver facing camera that uses AI (landmark localization) to identify driver attentiveness. Identifying attentiveness early on allows the system to be increasingly accurate in its predictions of when drivers will become tired and lose focus.

What's Next

While the dream of autonomous driving is still a ways-off, many of the technological building blocks are becoming available at scale today. Vehicle manufacturers will continue to implement and tout active safety features as a way to drive consumer preference. Car platforms are also increasingly becoming software driven, so advancements in features and functionality from manufacturers will begin to move at faster development cycles than the 10-year cycles of the past.

Tags

autonomous driving **safety** **smart assistant**

STEEP

- Technological

Links

INFORMATION

Robots on the road - how close is our driverless future? - BBC News

TRENDS

Analog Fallbacks

Autonomous Vehicle (AV)

Driverless Roads and Transport Infrastructure of the Future

Projects

RTA Future Scanning - Information & Trends

Rating criterion	**04.06.2020**
Importance	High