



# MOBILEYE SHIELD +

## Cyclist and Pedestrian Protection

Mobileye Shield + is the most advanced collision avoidance system available on the market for lorries, buses and commercial vehicles; it can be retrofitted to any vehicle.



Award-Winning Cyclist & Pedestrian Detection Technology





## THE NEED

Vulnerable road users, including pedestrians, cyclists and motorcyclists, face daily risk of being involved in potentially fatal road collisions with lorries, buses and commercial vehicles.

According to the World Health Organization, **1.24 million people lose their lives in road traffic collisions each year.**

A traffic safety fact sheet from the National Highway Traffic and Safety Administration (NHTSA) in the U.S. affirms a pedestrian was **killed every 2 hours and injured every 8 minutes**, on average, in traffic crashes in 2013.

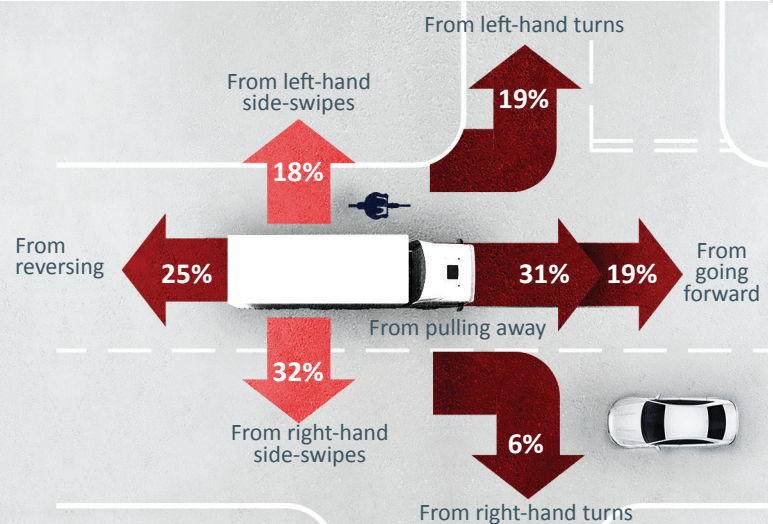
The Royal Society for the Prevention of Accidents (RoSPA) in the UK reports that **more than 25 cyclists are killed every year in crashes involving LGVs.**

## Blind Spot Dangers

Fatalities and collisions involving goods vehicles due to blind spots

STATS 19 UK Police Accident Database 2008

● Fatalities ● Collisions



## OUR SOLUTION

Driving lorries, buses or commercial vehicles is not simple. Today's world is full of distractions. Limited visibility, greater turning radii and larger vehicle mass are just some factors that make it challenging for drivers to identify and mitigate every possible collision situation.

At Mobileye, we understand these challenges. Our Mobileye Shield + system empowers drivers to avoid and mitigate potential collisions with the most vulnerable and difficult to see road users.



# TECHNOLOGY

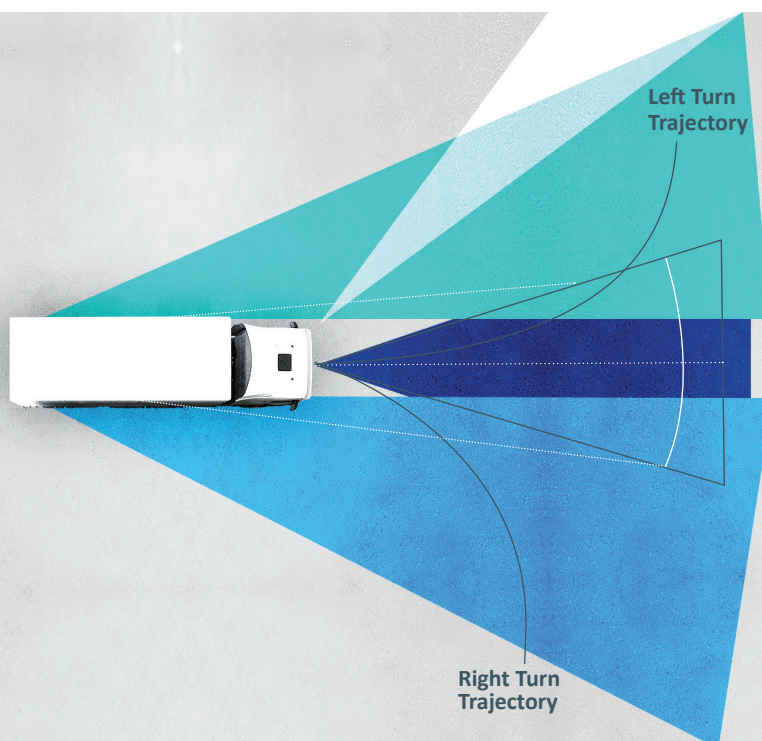
Our cutting-edge safety technology is leading the future of smart driving for lorries, buses and commercial vehicles. Equipped with strategically placed multi-vision smart cameras, Mobileye Shield + acts as a driver's third eye, constantly monitoring the dynamic driving environment and providing drivers with real-time visual and audible alerts as the risk of an imminent collision increases.

Alert displays located inside the vehicle provide clear visual alerts when the vehicle is in motion and a pedestrian, cyclist or motorcyclist is in a danger zone. An audible alert will sound, in addition to the clear visual alert, as the risk of an imminent collision increases.

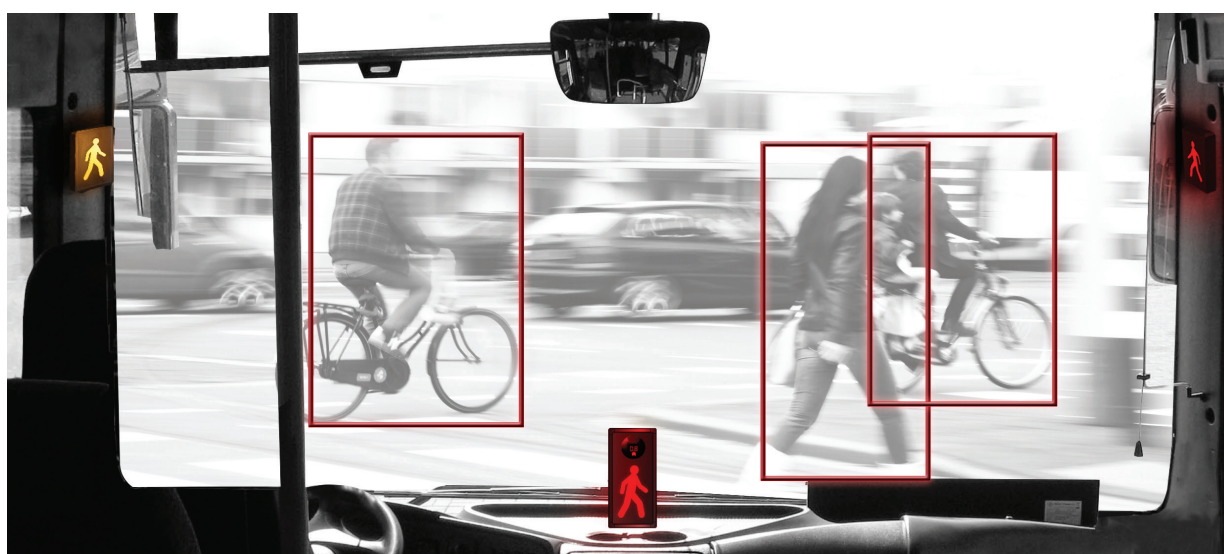
## Our system is equipped with

up to four strategically placed multi-vision smart cameras.

- camera 1
- camera 2
- camera 3
- camera 4



There are up to three alert displays located inside the vehicle.  
**Front Left Pillar | Front Right pillar | Front Center Console**



# LIFESAVING SYSTEM FEATURES

Our collision avoidance system includes the following lifesaving features:



## Lane Departure Warning (LDW)

Alerts with visual and audible warnings when lane deviation occurs without proper signal notification, activates over 34 MPH (55 Km/h).



## Forward Collision Warning (FCW)

Alerts of an imminent collision with a car, truck or motorcycle, moving at any speed, ahead of the vehicle, giving the driver time to react and take corrective action.



## Headway Monitoring Warning (HWW)

Helps the driver keep a safe following driving distance from the vehicle ahead and provides visual and audible alerts if the distance becomes unsafe.



## Pedestrian & Cyclist Collision Warning (PCW)

Alerts only of an imminent collision with a pedestrian or cyclist within the vehicle's front and side danger zones, active under 31 MPH (50 Km/h) (threshold can be increased to 43.5 MPH (70 Km/h)), giving the driver time to react and take corrective action.



## Speed Limit Indicator (SLI)

Recognizes speed limit signs and notifies the driver if the vehicle exceeds the posted speed limit.



# BENEFITS

Mobileye customers have seen

39%

reduction in  
overall collisions

40%

reduction in  
forward collisions

15%

potential fuel reduction savings

## PRESS COVERAGE

*"No fewer than 15 potentially serious collisions with vulnerable road users were avoided, and driver behavior improved by 20%, resulting in fuel savings worth £1,000 (approximately \$1,400) per vehicle per year."*

Transport Engineer February 2015

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*"This technology can save lives and prevent more families having to experience the heartbreak of losing their loved ones in road accidents."*

Ealing Councillor Bassam Mahfouz, cabinet member for transport and environment

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*"The trial results we have seen suggest that the Cycle Safety Shield system will produce a step change in reducing this danger to cyclists. Providing drivers with a warning system they can trust is one of our Safer Lorry Campaign objectives."*

Charlie Lloyd, road danger reduction campaigner from the London Cycling Campaign



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# TECHNOLOGY FOR A SAFER WORLD

Mobileye® is the technological leader in the area of advanced image sensing and processing technology for automotive applications. With over a decade invested in extensive R&D, Mobileye has gained an unprecedented understanding of the diverse challenges that face drivers on the road and how to keep them safe. This unequalled expertise has made Mobileye the recognized global pioneer in collision avoidance systems. As evidence, Mobileye is the OEM (Original Equipment Manufacturer) supplier of such systems to most of the world's leading automobile manufacturers.



## LEADING AUTOMOTIVE BRANDS USING MOBILEYE SYSTEMS

BMW ————— VOLVO ————— LANDROVER  
KIA ————— CHRYSLER ————— AUDI  
PEUGEOT ————— CITROEN ————— GM  
TESLA ————— NISSAN ————— HYUNDAI  
YULON ————— SCANIA ————— IVECO  
RENAULT ————— HONDA ————— MAN  
FIAT ————— FORD ————— MITSUBISHI



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