



MOBILEYE®

Our Vision. Your Safety™



**The Leader in Collision Avoidance
Systems**

WARNING

THE TESTS YOU ARE ABOUT TO WITNESS WERE PERFORMED
BY PROFESSIONAL STUNTMEN AND DRIVERS ON A CLOSED COURSE
IN A CONTROLLED ENVIRONMENT.

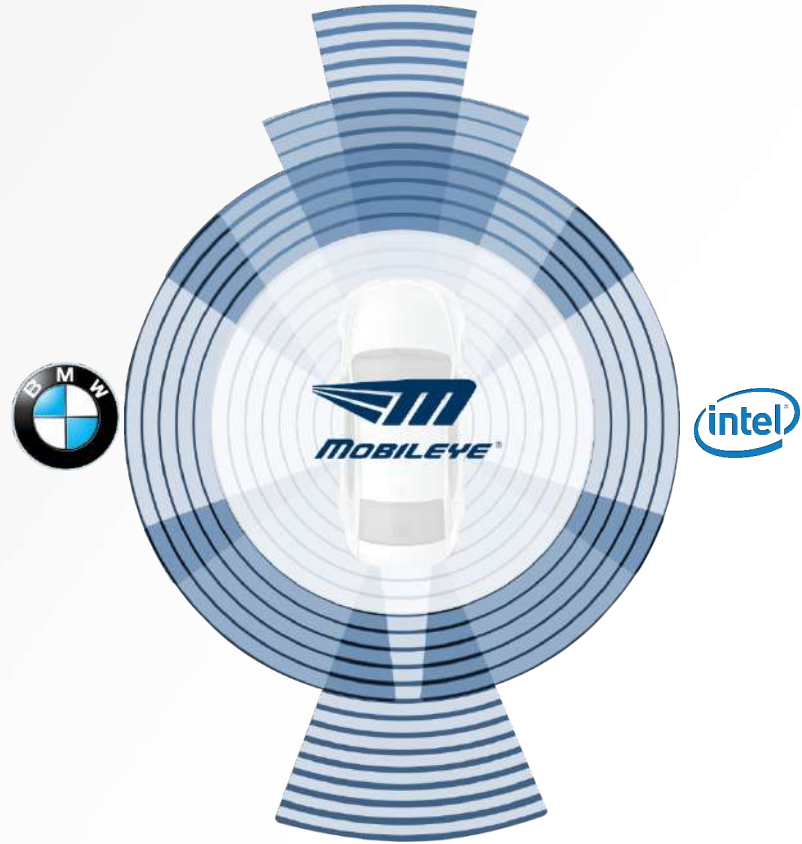
HYUNDAI INSISTS THAT YOU DO NOT, UNDER ANY CIRCUMSTANCES,
ATTEMPT ANY OF THE FOLLOWING TESTS.

BMW Group, Intel and Mobileye Team Up to Bring Fully Autonomous Driving to Streets by 2021

Fleets of **fully autonomous cars** as basis for new mobility services in urban environments

BMW Group, Intel and Mobileye are creating an open platform for the next generation of cars to create the safest autonomous platform, from door locks to the datacenter

The three companies share a **common vision and goal**, to align the industry on a standards-based platform to quickly bring autonomous vehicles to market





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About Mobileye



Is the global pioneer and leader in the development of collision avoidance and autonomous driving systems based on artificial vision technology



100+ distributors globally

700+ employees worldwide

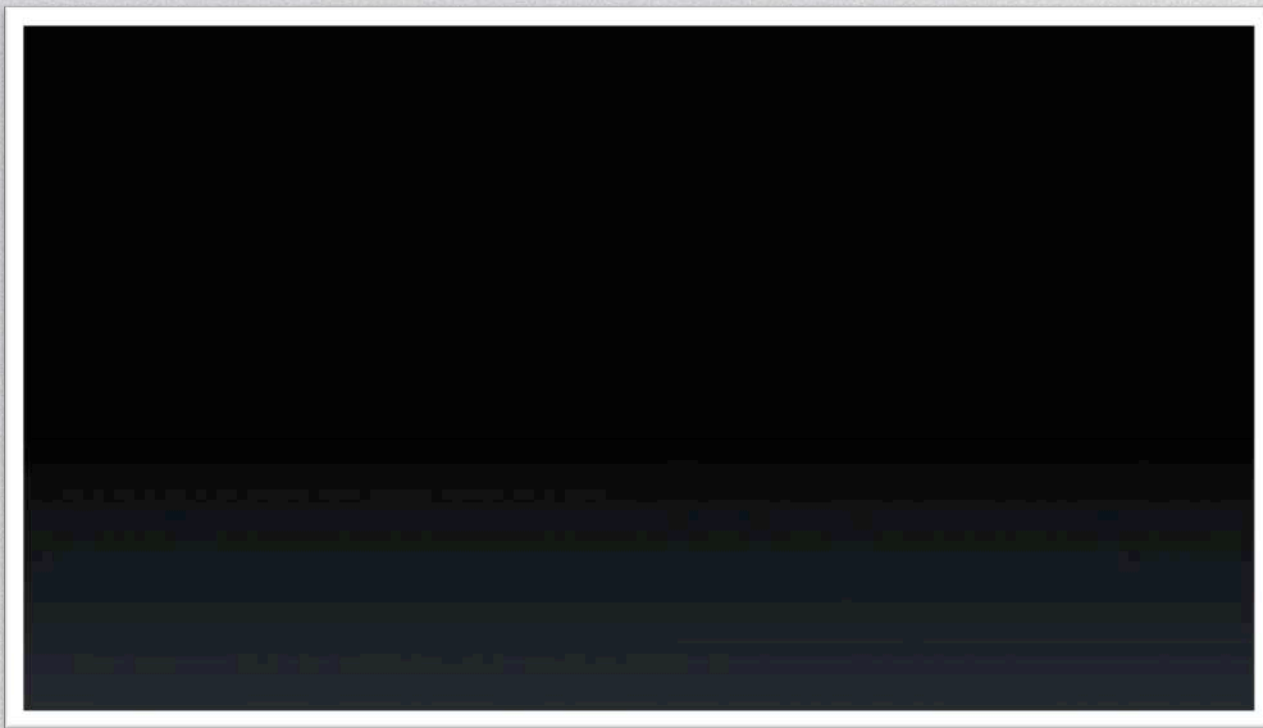
Operating in **50** countries

Adopted by **Most** of the world's major auto manufacturers

Publicly traded on the **NYSE:** MBLY



About Mobileye





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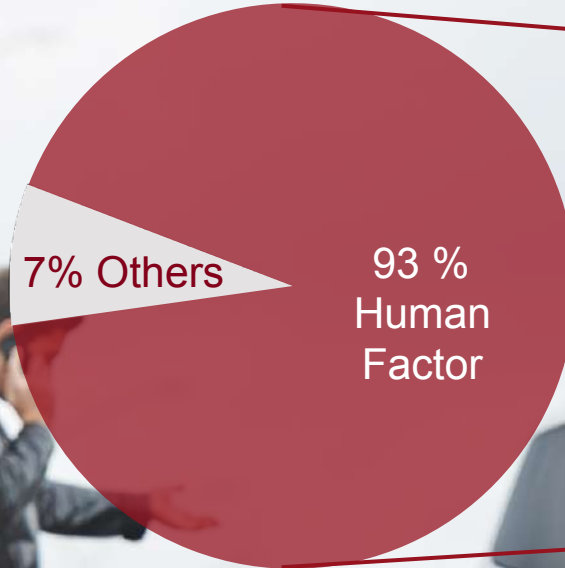


The Need

The human factor is responsible for 93% of collisions

Sources: VTRC – Virginia Transportation Research Council
NHTSA –

www.nhtsa.dot.gov/people/injury/research/UDAShortrpt/background.html

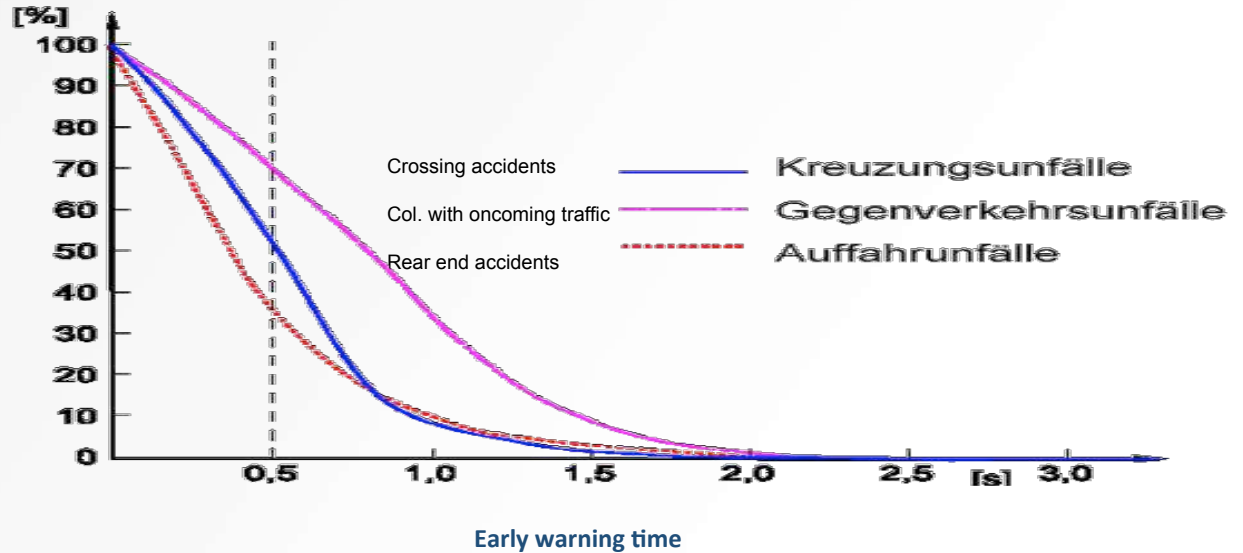




In February of 2009, the French insurance firm AXA Winterthur's Swiss Branch conducted a study on the link between collisions and cases of whiplash.

2.0 seconds early warning can prevent almost all crashes!

Collision probability



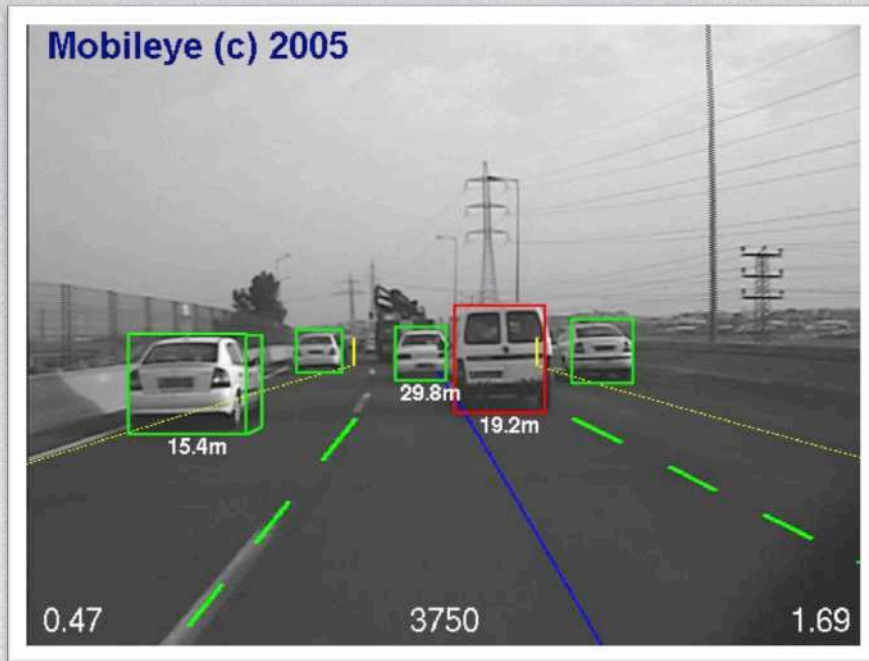
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Our Technology



Mobileye Pedestrian Detection Technology







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Our Leadership Position

Track Record of Leading Technological Innovation

1X Eye01 180nm	Eye01 180nm	6X Eye02 90nm	Eye02 90nm	48X Eye03 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 Traffic Light Detection (US)	
		  	 	

Strategy Seeking to Work with All Automakers

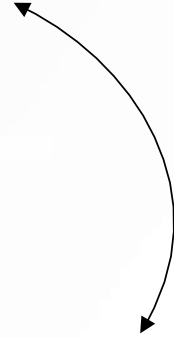
SoC & Software Design



Packaging & Integration



Implementation



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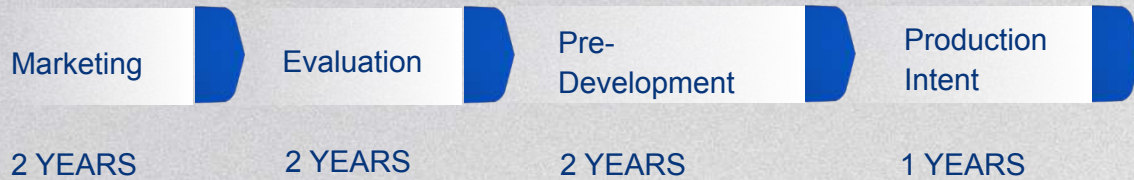
17 million+ vehicles with Mobileye technology

Leading ADAS Supplier to the OEMs



Long Penetration Cycle

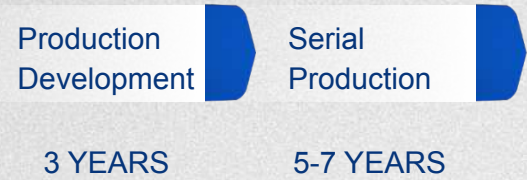
Marketing & Evaluation Period



Chinese OEMs



Production Phase





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Aftermarket Solution

ADAS Solutions

Single Units



Passenger Vehicle



Shield Plus



Long Vehicle
(Bus/Trucks/Trams)





0.8

ED



MOBILEYE

Mobileye Aftermarket Solution

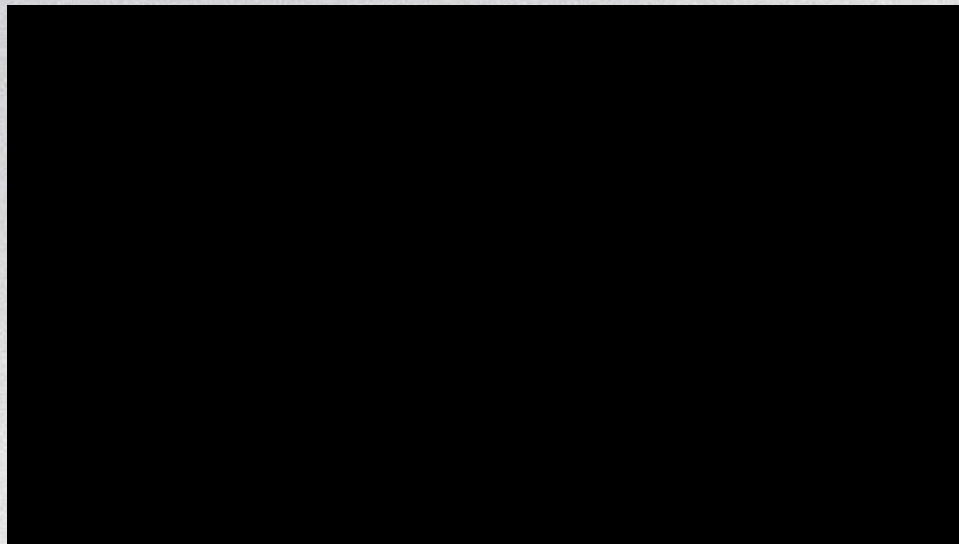
Mobileye Pedestrian Collision Warning



Pedestrian Collision Warning



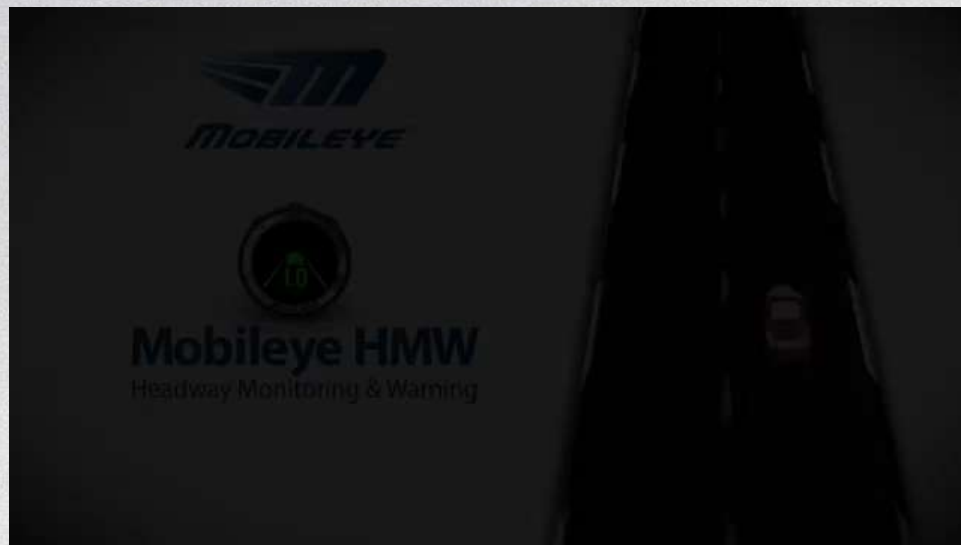
unique feature



Mobileye Headway
Monitoring & Warning



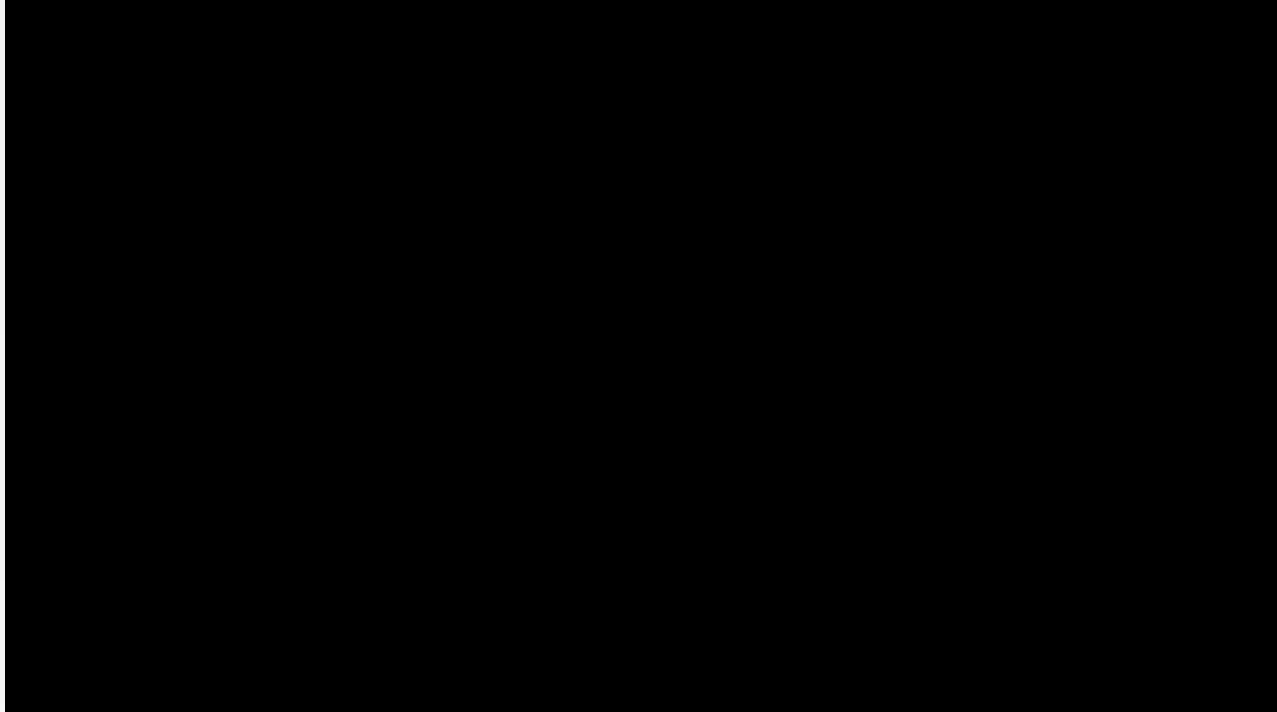
Headway Monitoring & Warning





Your Smart City Our Solution

Solution – Shield+



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STATE OF ISRAEL
MINISTRY OF FINANCE

The claim frequency of vehicles using Mobileye was **45%** less than vehicles that did not use Mobileye.

* After eliminating actuarial factors

Independent Actuary Study

The Insurance Commissioner at Israel's Ministry of Finance conducted a study regarding the effectiveness of Mobileye's collision avoidance systems (FCW & LDW) and to what extent the Mobileye system reduces claims in which there was bodily injury.

	Policy Exposure 2009-2012	Number of Claims	Claims Frequency
Vehicles without Mobileye system	7,737,679	186,688	2.41%
Vehicles with Mobileye system	6,190	63	1.02%

Empiric Study



Rijkswaterstaat
Ministerie van Infrastructuur en Milieu

Ministry of Transport, Netherlands

“...Participants also maintain their distance better, use their indicators more often and maintain their direction on the road more effectively. Furthermore, they also find the task of driving to be less demanding overall...”

“The majority of participants in the pilot are satisfied with Mobileye. They find the system easy to use and believe that driving with both LDW and HMW is conducive to road safety. This is due to the fact that drivers’ adapt their driving behavior (in a positive sense) in order to minimize the number of warnings...”

2400 Trucks

1 year of testing

77 Million kilometers

**400 Trucks
without Mobileye
(4-5 collisions predicted)**



**5
Accidents**

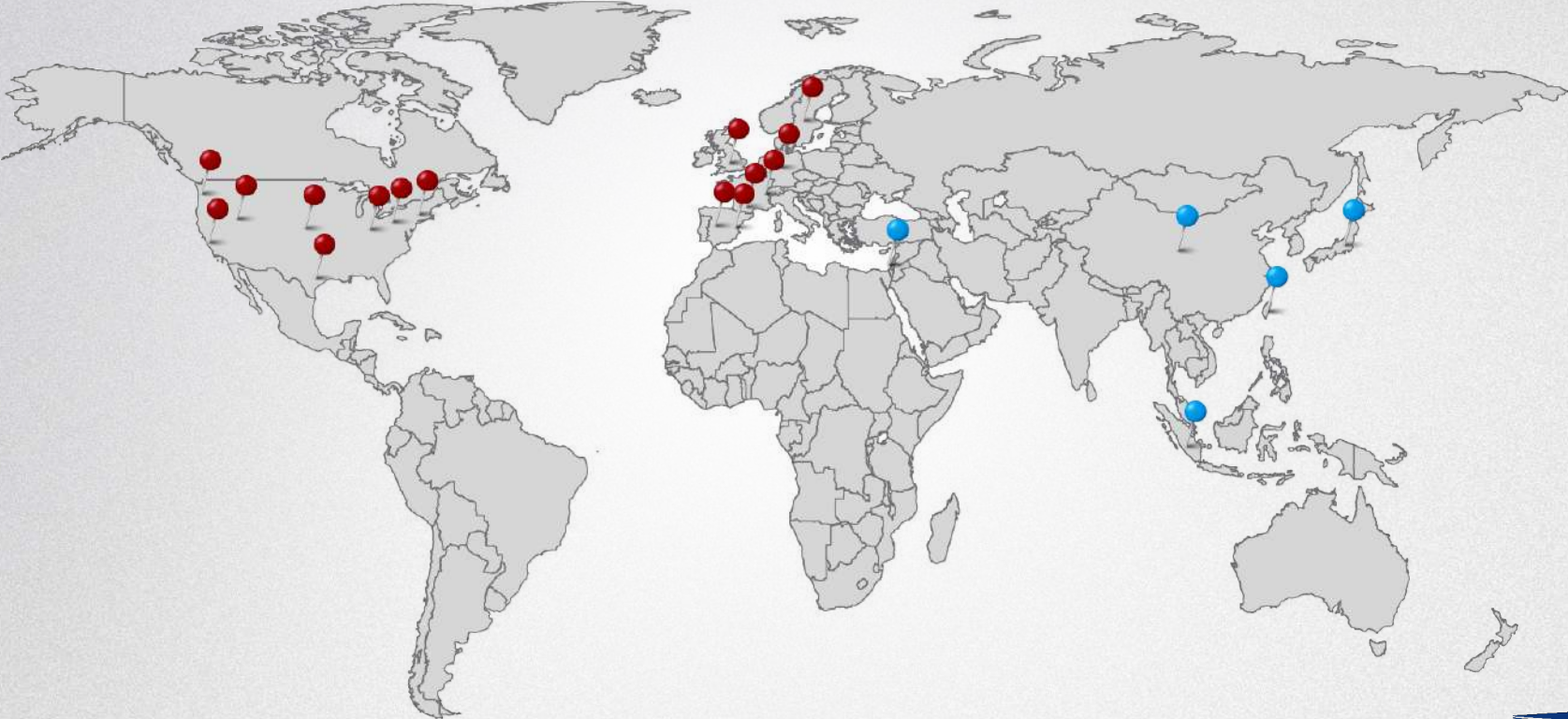
**2000 Trucks
with Mobileye
(11-13 collisions predicted)**



**No
Accidents**



Studies and Regulations around the world





Autonomous driving

THREE PILLARS OF AUTONOMOUS DRIVING



Autonomous Driving

SENSING

Environmental Model

360 awareness

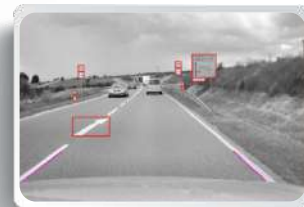


REM

(Roadbook)
Road Experience
Management

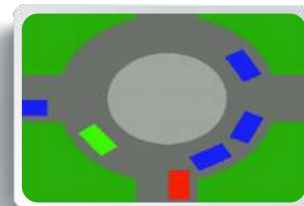
Localization at High
Accuracy (10cm)

Drivable Paths



DRIVING POLICY (Planning)

Negotiating in a multi
agent game



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360-Degree Sensing with 8 Cameras



- An acceleration of plans among our OEM customers beyond the Trifocal module
- Customizable modular positioning of cameras that can run from any location and any opening-angle
- THIS YEAR, first commercial production with almost full autonomy runs on 5 EyeQ3

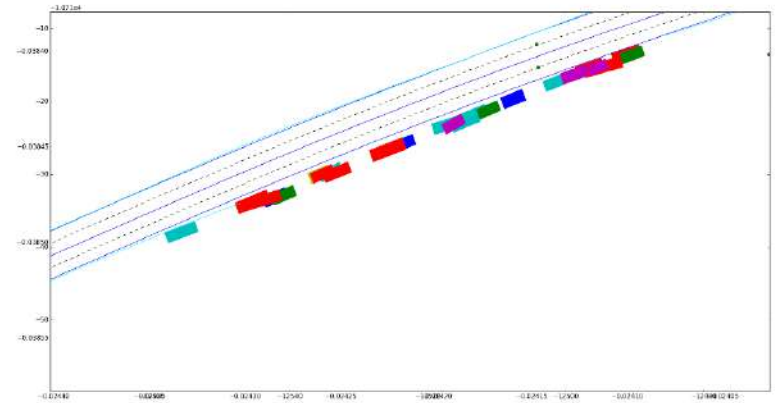
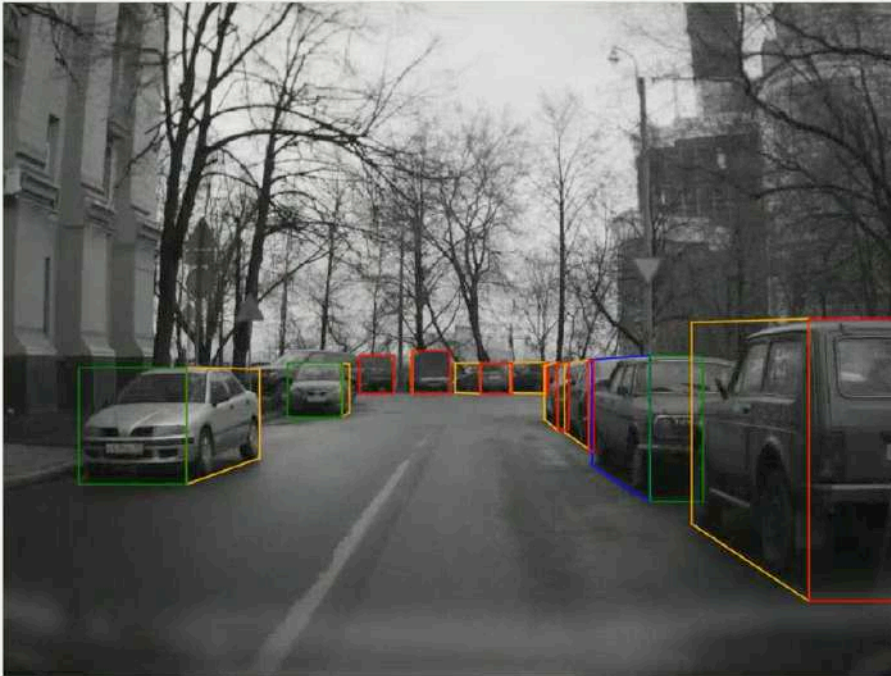


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Mapping (REM)

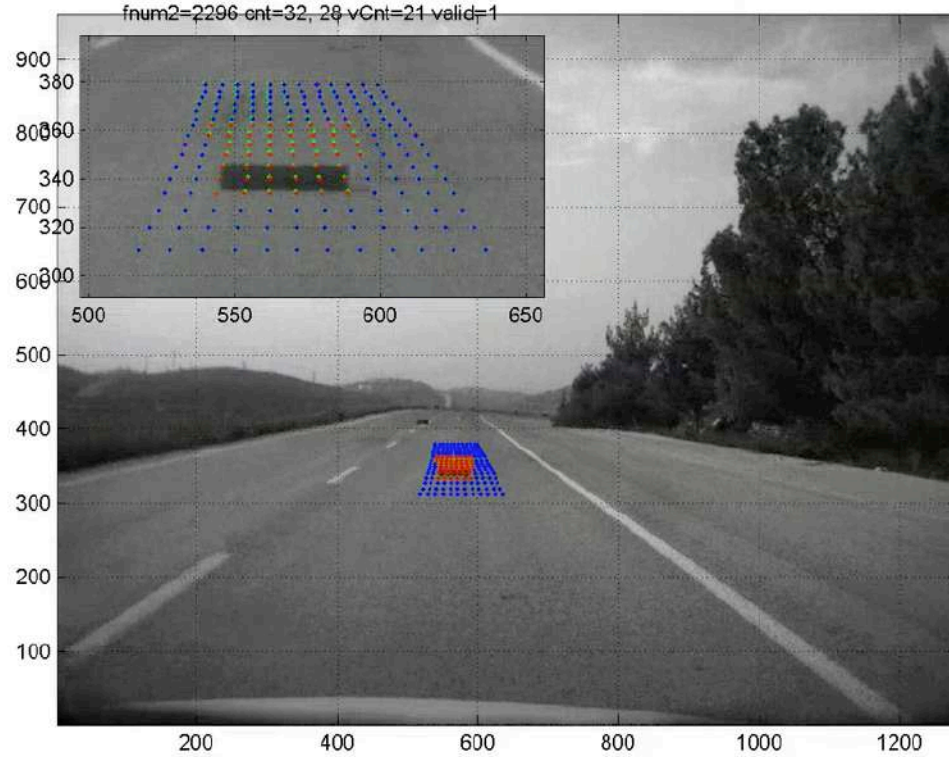
Parking Application

Vehicle vision sensor identifies empty parking spots, resulting dynamic map of free parking spaces



Hazards Applications

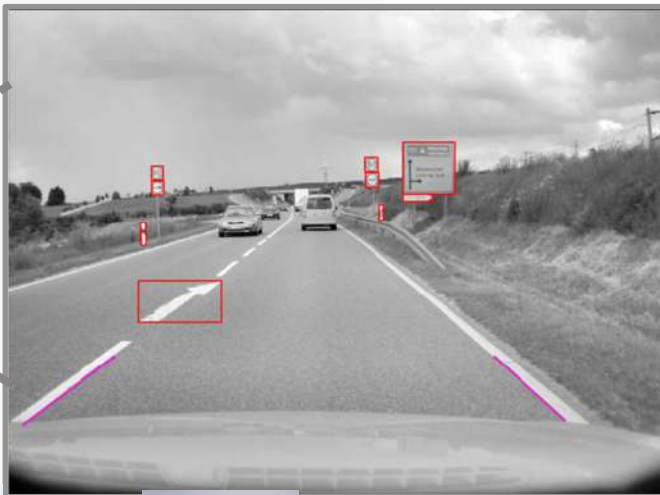
Vehicle vision sensor identifies hazards on the road and can classify them to warn other drivers



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REM System Ingredients: On-board Camera (Client)

- Sparse 3D
- Dense 1D
- Crowd sourced



Visual Landmarks



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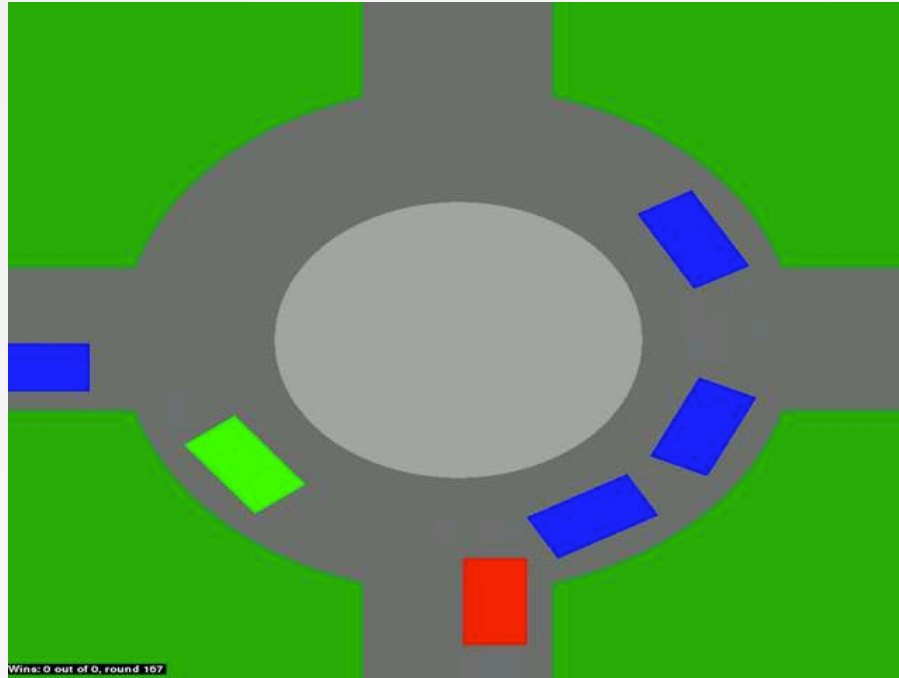
Driving policy- planning



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Example: Negotiating entry to a Roundabout

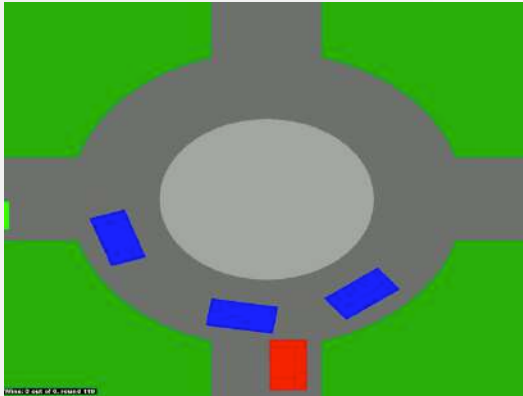
Driving
policy-
planning



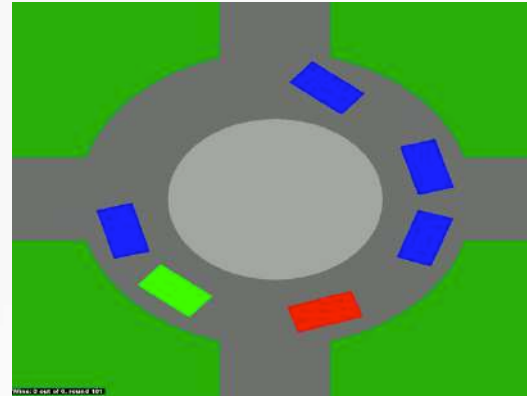
Blue = "aggressive drivers", Green = "courteous drivers"



Example: Negotiating entry to a Roundabout



After few iterations



After many iterations







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**Thank You.
Please Drive Safely.**