



Sphericon Ltd.

Line of Business

Advanced Driver Assistance Systems (ADAS)

Established

2000

Leading Executive

Dr. Dan Omry
CEO & Founder

Sphericon will become a leader in the fast-rising advanced driver assistance systems (ADAS) market by introducing unique and innovating solutions for demanding automotive safety problems. It will sell its products to automotive manufacturers and suppliers and to the automotive aftermarket. DAISY, driver alertness indication system, and ITFM, individual tire friction monitor, will become standard automotive safety equipment worldwide.

friction of each tire with the road pavement. Geared toward the aftermarket, the new product has passed successfully initial tests. Protection of the IP is now underway.

Technology

Sphericon's technology is unique. DAISY algorithms exploit digital signal processing (DSP) methods to analyze driver's steering action vis-à-vis the action of the external forces (road bumps, wind, etc.) on the



Product

DAISY is the first practical and reliable solution for the detection of driver inattentiveness. It features two unique properties: sensing low level of alertness regardless of the cause (drowsiness, alcohol, cell phone usage, etc.) and early warning (e.g. drowsiness is typically detected over twenty minutes before it reaches dangerous levels). It is a "software on a chip" product, made for integration with the vehicle steering system. DAISY incorporates proprietary algorithms to analyze the dynamics of the steering system, determine driver level of alertness and decide whether to issue a warning signal. Being a software product, with very modest requirements of processor computational capabilities, production cost is low, allowing for a considerable profit and competitiveness.

ITFM is the first sensor to measure directly the

vehicle. The DAISY novel approach will guarantee a high level of certainty in determining driver alertness. Sphericon's proprietary, patent-protected method to assess external forces separately from driver action by simple measurements of the steering system dynamics is the invention that has made this approach possible.

Competitive Advantage

Two technologies compete with DAISY: tracking driver's eyes to detect drowsiness and tracking lane markings to provide lane departure warning (LDW). Both are at disadvantage, in cost, performance and scope, relative to DAISY. Eye-tracking has serious implementation problems and has not yet been brought to market. LDW is a last-minute warning device and depends on clearly marked lanes. Its marketing has started recently in a small number of car and heavy truck models.



Contact:

P. O. Box 1156
Herzlia 46500 Israel
Tel: 972-52-2523923
Fax: 972-9-9565614
dan.omry@sphericon.co.il
www.sphericon.co.il