



# BrightWay Vision

## Line of Business

Provider of Advance Driver Assistance Systems (ADAS) Solution

## Established

2011

## Leading Executives

Dr. Ofer David  
CEO & Co-Founder

Yoav Grauer  
Business Development

Sharon Lifshits  
COO

Eyal Levi  
Engineering Manager

**B**rightWay Vision is developing a night-vision technology to make driving easier and safer by monitoring the forward environment facing the vehicle, allowing the driver, with assistance from the active safety systems, an opportunity to avoid an accident. We are developing an advanced night-time system for forward-facing driver assistance functions, based on an active gated-imaging technology named BrightEye®. BrightEye® offers all the benefits of a rich, natural and intuitive imagery, even during harsh weather, with real-time sophisticated computer-vision features. BrightEye® functions as a stand-alone night-time driving solution or as an integrated solution with existing Advanced Driver Assistance Systems (ADAS) day-time technology, for a 24/7 safety assist system. BrightEye® ADAS functions: night-time detection of pedestrians, bicyclists, road hazards and other automatic capabilities.

designed gated-camera that opens and closes at high speeds and a pulsed-light (illuminator) source (i.e. laser, LED) beam. Once the gated-camera and the illuminator beam pulses are synchronized, an active-gated image is provided.

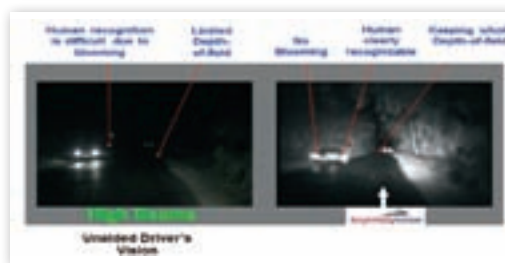
## BrightEye® ADAS Solutions

BrightEye® “open architecture” can be integrated in various ADAS solutions to provide versatile sensing capabilities and outstanding system functionalities.

## BrightEye® Advantages

BrightEye® enhances driving safety and effectiveness with the following advantages:

- Natural reflected human vision image, situational awareness
- Enhanced performance during harsh weather conditions (rain, snow)



- Not blinded by oncoming vehicles
- Night image alike day image (i.e. unified image in the entire depth-of-field, solves inverse R square law)
- Provides selective ranging
- Automatic detection- higher probability of Detection (POD) with lower False Alarm rate (FAR) as to active Near-IR systems (due to selective ranging)
- Long range road scenery for fast driving
- Installed behind the windshield

## Non control item

- Certified EAR 99 by U.S. Commodity Jurisdiction
- Using “Standard technology” (CMOS imager, laser module light source)

## Technology

BrightWay Vision's active-gated imaging technology incorporates a range (time) gating technology. Range-gating does not require ambient light sources and does not require a radiation signature emission (i.e. temperature difference) used by thermal imaging. Active-gating technology combines two key components: a specially



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