Mobileye

Line of Business
Automotive

Established
1999

Leading Executives
Professor Amnon Shashua

Ziv Aviram

Mobileye, the global pioneer in developing Collision Avoidance Systems, was founded in 1999 by Professor Amnon Shashua and Mr. Ziv Aviram. Mobileye development center, located in Jerusalem, Israel, is the world's largest artificial vision development lab, employing over 300 research and development professionals. Since its inception, the company's goal is to develop and market vision-based systems that will help drivers keep passengers safe on the road and decrease traffic accidents. The Mobileye sophisticated safety system has been integrated into the vehicles of world-renowned car manufacturers including Ford, GM, Volvo, BMW, Chrysler and Nissan amongst others.

Mobileye key technical breakthroughs lie in the

Lane Departure Warning
The system detects marked lanes and identifies when the vehicle departs from its driving lane without the use of a turn signal.

Forward Collision Warning
The system continuously scans the area in front of the vehicle, detecting all types of vehicles in the path, including motorcycles, and provides a warning of up to 2.7 seconds before an impact.

Speed Limit Indicator
The system identifies speed limit signs along the way, and issues an alert to the driver's smartphone whenever the vehicle exceeds the maximum speed limit.

use of a single camera for all of its features. The distinctive camera-based technology works like the "third eye" to mitigate and reduce the risk of collision by monitoring the road ahead. The system uses artificial vision to detect and classify different objects on the road, including vehicles, pedestrians, cyclists, lane markings, traffic signs, automatic execution of high-beam control and more. The system provides real-time audio and visual warnings when danger is detected, prompting the driver to return focus to the wheel. The Mobileye 560 is an innovative solution that prevents road accidents due to distracted drivers. To date, over a million vehicles worldwide are driving safe with Mobileye unique safety solution. The system includes six safety features:

Headway Monitoring and Warning
The system monitors the distance between the vehicle of the driver and the vehicle ahead at all times and in all weather conditions, and provides precise real-time indication of the distance in seconds.

Pedestrian Collision Warning
The system identifies pedestrians and cyclists during daylight hours and can determine if the danger of a collision exists, providing the driver with up to 2 seconds to brake.

Intelligent High Beam
The system detects oncoming traffic during nighttime and will automatically switch high beams quickly and accurately.

MOBILEYE®
Our Vision. Your Safety.™

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