Mobileye N.V is a global leader in vision applications that support road and passenger safety in cars. The company has developed a unique monocular vision platform that works as a third eye to help drivers improve safety and avoid accidents, and that is integrated into numerous cars from leading global makers. Mr. Nicolas Slobinsky, Marketing & Communication Manager, points out that this is not just about technology. “We’re helping to make real social changes by making roads safer.”

Mr. Slobinsky explains that Mobileye was founded in 1999, and has developed from being a start-up with just 10 staff to a leading company in image sensing technology for automotive applications. The company now employs 200 people, most of whom are active in R&D at the Mobileye R&D Centre in Israel. Mobileye also has a physical presence in the US, Japan, and Cyprus, while its administrative headquarters are in the Netherlands. These operations ensure that the company is close to the world’s main car manufacturing hubs, as Mr. Slobinsky confirms. “BMW, GM, Volvo; we work for some of the leading car manufacturers in the world. Most of their high end cars are equipped with our technology,” Mr. Slobinsky emphasises that all Mobileye algorithms and technology are developed in house. “I can’t stress enough how important this is. We have a high quality team of engineers who can assemble the different components and algorithms they’ve developed over the years into customer specific solutions. None of our competitors can do what we can do, integrating different warning functionalities into one product for example.”

Mobileye, in partnership with Siemens V.D.O, now Continental AG, has notably developed and launched multiple functionalities for BMW AG on several key vehicles. In 2007, the new 5 Series launched with a Mobileye based Lane Departure Warning system. This feature was rolled out to the updated 6 Series in 2008. In that same year, Mobileye launched a ’worlds first’ functions combination on the new BMW 7 series luxury sedan. As Mr. Slobinsky again points out, this involved combining the features of Lane Departure Warning, Speed Limit Information (traffic sign detection) and Intelligent Headlight Control running on the acclaimed Mobileye EyeQ multi-core vision processor. Competitors do offer Lane Departure Warning with Speed Limit Information, but only Mobileye has the ability to combine these with the Intelligent Headlight Control feature, even though these have conflicting camera control requirements with the other functionalities.

In more recent news, Mobileye this year announced the expansion of its aftermarket product line with the introduction of the new Mobileye C2-170. The new product is a driver-safety system developed specifically for aftermarket applications and can be easily fitted in any passenger and commercial vehicles. According to a company statement, the Mobileye C2-170 is a modern, comprehensive, single-camera-based safety solution for accident prevention and mitigation. Based on Mobileye’s acclaimed vehicle and lane detection technologies, the new product employs a premium-quality, high visibility display unit, which features clear, powerful display icons and comes with customisation options. “We like to think of the Mobileye C2-170 as the next generation in our product family for the aftermarket,” Mr. Slobinsky adds. “It’s the continuation of years of development and research. It’s targeted at the OEM market, in other words manufacturers who integrate our technology into their own displays.”

Mobileye has also teamed up with Delphi Corporation and Volvo Car Corporation this year to deliver vital vision processing technology for the next generation Volvo S60, planned for a mid-2010 debut. The safety enhancements on the new S60 sedan take active safety to the next level with features like Full Speed Range Adaptive Cruise Control and a Collision Warning and Mitigation system with full automatic braking power, that not only detects moving and stationary vehicles but pedestrians as well. Mobileye provides the EyeQ2 vision processor chip and the vision algorithms for Delphi’s radar and vision system that is at the heart of the Volvo S60’s new active safety system. The EyeQ2 system on chip enables the necessary processing power for the challenging task of pedestrian detection, in addition to vehicle detection, lane detection and data fusion.

“Mobileye isn’t really affected by the current economic crisis,” Mr. Slobinsky adds. “This is because governments are pushing for increased awareness about road safety, which in turn pushes car manufacturers and OEMs to incorporate our technology into their platform. Investment into R&D in this space isn’t stopping. Overall we believe that Mobileye has a great product to offer to the world, not just because of its technical qualities, but because of what it can do in real life. We can actually help save lives by giving drivers the tools to drive their car in a better and safer way, and thus reduce car crashes. From a business perspective we believe that we will continue to operate as a global pioneer in vision-based driver assistance.”