

MOBILEYE® ADVANCED TECHNOLOGIES POWER VOLVO CAR'S WORLD FIRST COLLISION WARNING WITH AUTO BRAKE SYSTEM

Amsterdam, October 23, 2007 – Mobileye N.V., a pioneer and leader in computer vision-based driver assistance systems, announces its latest technology partnership with Volvo Car Corporation and Delphi Corporation. Beginning with the new 2008 Volvo S80, V70 and XC70, Mobileye debuts a first-ever combination of its advanced vehicle detection and lane detection technologies, all powered by the Mobileye EyeQ™ vision system on a chip. As a result, Mobileye technology plays a key role in three of Volvo's all-new safety and driver-comfort features, including the world-first Volvo Driver Alert Control (DAC) system, Volvo's Lane Departure Warning (LDW) system and the Volvo Collision Warning with Auto Brake (CWAB) system. [View product launch page](#)

The CWAB system has been designed to help avoid or at a minimum mitigate collisions due to driver distraction or inattention. Powered by Mobileye's advanced computer-vision algorithms and Delphi's long range millimeter-wave radar for vehicle detection, CWAB is the world's first vision-radar fusion system for autonomous emergency braking. For Volvo drivers, this means a sophisticated new measure of safety during those critical moments when proper braking can avoid or reduce the severity of a collision with a stationary or moving object.

"Volvo's uncompromising safety philosophy matches our own mission of keeping the driver focused, alert and responsive, regardless of concentration levels or distractions," said Amnon Shashua, Ph.D., Chairman of Mobileye N.V. and professor of computer science at the Hebrew University of Jerusalem in Israel. "We're pleased to be part of Volvo's safety solutions and technology team."

Ready to React – Even if You Are Not

Research shows that nearly 80 percent of all road accidents are due to driver inattention within three seconds prior to the accident. In severe accidents, about 85% of drivers either did not brake at all or not to the fullest possible deceleration. With the majority of motorists at risk, equipping today's safest vehicles with Mobileye's vehicle detection technology can play an instrumental role in reducing unnecessary accidents and fatalities.

Mobileye's part in the Volvo CWAB system begins with the Mobileye EyeQ™ vision system on a chip. This powerful processor analyzes the video stream from a Complementary Metal Oxide Semiconductor (CMOS) camera mounted on the windshield, looking forward. The EyeQ chip runs Mobileye's advanced vehicle detection algorithms on the received video, and together with Delphi's 77 GHz radar powers a collision warning system that performs automatic braking in certain emergency situations.

When both vision and radar sensors agree that the situation is critical, the system activates a series of steps to avoid or mitigate the imminent collision. When the system anticipates an imminent collision with a vehicle ahead, it provides an audio-visual forward collision warning (FCW), and also pre-charges the brakes to make the driver's braking more effective. If the driver still doesn't brake, and the system determines that a collision is imminent, the brakes are automatically activated. CWAB is designed to lower the impact speed as much as possible and thereby reduce the risk of injury to the occupants of both vehicles.

Volvo's fusion of the two sensors enables a highly robust emergency braking decision, and eliminates the disadvantages inherent with pure radar or pure vision sensors. The vision-radar fusion offers numerous benefits, such as improved availability in various road conditions, including very curvy roads and a wider performance range that enables earlier warnings as well as a longer braking distance in emergency situations.

Additional accident statistics show that 50 percent of all rear-end collisions involve a stationary object, a problem that the Mobileye technology also helps address. Employing vision-based object classification enables CWAB to surpass the abilities of radar-only FCW systems by detecting stationary vehicles, thus covering twice as many collision situations. The vision-based object classification also enables detection of cut-in/cut-out maneuvers with an increased level of accuracy compared to radar-only systems. Together, the integrated radar/vision approach enables the system to maintain a low rate of false warnings and provide earlier, more accurate alarms in more complicated, real emergency situations.

About Mobileye

Mobileye is a pioneer in the development of vision systems for intelligent transportation and is recognized as the world leader in vision-based Driver Assistance Systems (DAS). Mobileye has been selected as the vision engine supplier by the leading automotive companies worldwide such as BMW, GM and Volvo for their production vehicles starting from 2007. Mobileye's innovative off-the-shelf line of products, the Mobileye AWS™ - Advance Warning System, is being distributed and sold around the world, and is the safety solution of choice of a growing community of European, American and Asian trucking fleets.

Mobileye N.V. is headquartered in The Netherlands, with a research and development center is located in Jerusalem, Israel and sales and marketing offices in Detroit, Michigan; Cyprus and Tokyo, Japan.

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