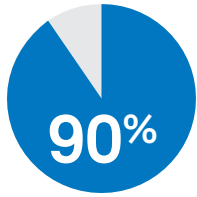


# Mobileye™ Advanced Driver Assist

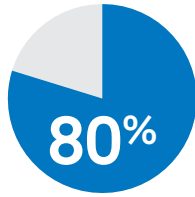
An advanced collision avoidance solution that helps you reduce risk, avoid costs and protect the lives of your drivers and the community around them.



# Could two seconds save your drivers and your business?



About **90% of accidents** are caused by minor driver error<sup>1</sup>



Nearly **80% of crashes** involve driver inattention within three seconds before the event<sup>2</sup>



## 2 seconds of warning

could prevent nearly all forward collisions<sup>3</sup>

Mobileye reduces the risk of a collision by warning the driver with visual and audio alerts in near-real time, helping to provide the critical seconds needed to mitigate or completely avoid a collision.

The vision sensor scans the driving scene ahead and using Mobileye's proprietary algorithms, examines it to detect other vehicles, pedestrians, cyclists, lane markings, and speed limit signs that may be in the vehicle's path, all in real-time.

Mobileye Advanced Driver Assist is an after-market solution which can fit simply into most vehicles. When combined with the power of Telstra's telematics solutions, can also provide fleet managers with valuable insight into their driver's behaviour, by integrating reporting.



The camera unit containing the camera, EyeQ™ chip, and speaker, mounted on the inside of the windshield.



The EyeWatch™ display for visual alerts, mounted in vehicle's cabin.

## When you're responsible for your people, fleet and brand, what's the cost of road accidents to your business? Mobileye can help you:



### Improve driver skills

Typically, after driving for some time with the system installed, drivers grow accustomed to the alerts and anticipate them. Therefore, they naturally begin to keep a safer following distance or stop earlier in anticipation of the warning.



### Receive actionable data

The Mobileye system integrates with numerous fleet management systems allowing you to access data about driver behavior and create incentives for them to improve. This allows you to start treating drivers as part of the solution, not as part of the problem.



### Reduce hidden costs of operation

The hidden costs of collisions are steep, from replacement parts and vehicle downtime, late delivery fees, increased insurance premiums and more. With Mobileye's alerts in place, collisions can be avoided or mitigated. Drivers also say that they brake harshly much less often, which invariably reduces both wear and tear and fuel usage.



### Avoid heavy penalties

Vehicles are legally considered part of your 'workplace', so duty of care and Chain of Responsibility laws apply to you no matter where in the supply chain you sit. Mobileye can help keep your business compliant by encouraging drivers reduce speeding by adhering to the posted speed limits, and by reducing lane departure due to fatigue.

1. Singh, S. (2015, February). Critical reasons for crashes investigated in the National Motor Vehicle Crash Causation Survey. (Traffic Safety Facts Crash•Stats. Report No. DOT HS 812 115). Washington, DC: National Highway Traffic Safety Administration.  
2. U.S. Department of Transportation, National Highway Traffic Safety Administration. (2006). The 100-Car Naturalistic Drive Study: Phase II—Results of the 100-Car Field Experiment (DOT HS 810 593). Springfield, VA: National Technical Service.  
3. AXA Winterthur. (2009) Accident Research.



# The Mobileye solution

As global leaders in collision avoidance technology, Mobileye has developed a series of features used by some of the biggest automotive manufactures in the world.



**25+ global automakers**  
rely on Mobileye technology  
to make their vehicles safer



**32m+ vehicles**  
worldwide are equipped  
with Mobileye technology



## Mobileye 6 Series

Collision avoidance system assists avoiding or mitigating collisions, not available with built-in dash cams.

## Multiple lifesaving features in one system



### Pedestrian and cyclist collision warning

The PCW alerts the driver up to 2 seconds before imminent collision with a pedestrian or cyclist ahead, allowing the driver time to react.<sup>13</sup>



### Forward collision warning

The FCW alerts the driver up to 2.7 seconds before an imminent collision with a vehicle or motorcycle ahead.



### Lane departure warning

The LDW alerts the driver with visual and audio warnings when there is an unintentional deviation from the driving lane without signalling.



### Headway monitoring and warning

HWM assists the driver in keeping a safe driving distance from the vehicle in front, by issuing an alert when the headway distance to the vehicle ahead becomes dangerous (less than 2 seconds)



### Speed limit indicator

The system detects speed limit signs and notifies the driver when the last speed sign has been passed. The SLI provides an alert when the vehicle's speed exceeds the posted speed.<sup>2</sup>



## Mobileye Shield+™

Collision avoidance system with blind spot detection, designed specifically for trucks, buses and other large vehicles to detect pedestrians and cyclists operating in urban environments. It also includes all of the features of the Mobileye 6 Series.



1. The Mobileye solution will not necessarily register cyclists or pedestrians when travelling over 50Km/h or in low light conditions;
2. The speed alert may give false positive readings when it picks up on speed signs that are only applicable at certain times of the day, e.g. in school zones
3. The Mobileye Shield+™ cameras will not pick up pedestrians or cyclists less than 1m in height.

# The local advantage

Mobileye has partnered with Telstra to maximise their service offering with Australia's proven network in reach, expertise and support.



Our customers enjoy several distinct benefits from this partnership, including:



## Range of solutions for your fleet

As one of Australia's largest Fleet Management Services (telematics) providers, Telstra helps you get greater visibility into driver behavior and enrich operational insights by integrating into the Mobileye solution. Solutions like Teletrac Navman Director, MT Data Hawkeye and Fleet Complete MyGeotab will give you added reporting and location tracking functionality to help you run an even more efficient fleet.



## National Installation network

Get access to a national network of accredited installers, backed by Telstra's support and install warranty. Choose between an accredited Dealer Installer, or the Telstra National Installer, to get direct access to fleet installation across Australia.



## Local Support

As one of the world's fastest growing fleet telematics businesses, we have a passionate team in place locally that provides national support for the Mobileye solution. This includes Telstra's own in-house fleet management experts – all here to help our customer's thrive.

 **contact your Telstra Account Executive**

 **[telstra.com/mobileye](https://telstra.com/mobileye)**

### Things you need to know

The windscreen of the vehicle must be kept reasonably clean to be able to "see" through the windscreen.

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