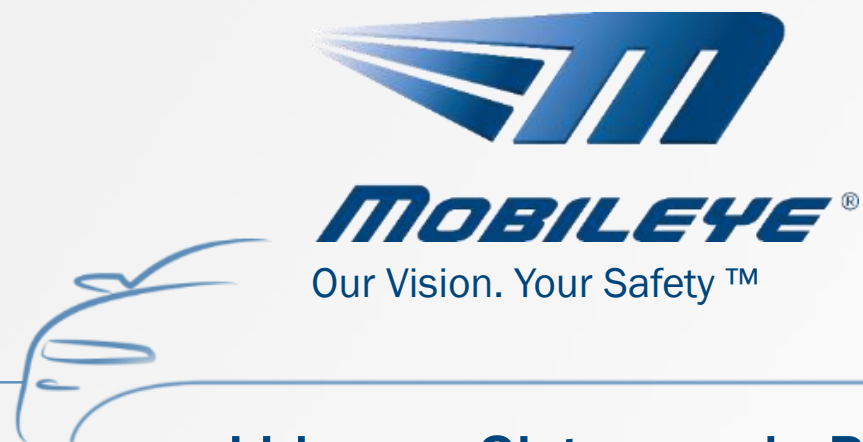




Lider em Sistemas de Prevenção de Colisão

Distribuido em Portugal pela



MCL Cinema, Hong Kong



- Cerca de 1.240.000 pessoas morrem a cada ano como resultado de acidentes de trânsito. São mais de 2 mortes a cada minuto que passa.
- 50% de todas as mortes em acidentes de trânsito dão-se entre os utilizadores da estrada mais vulneráveis, peões, ciclistas e motociclistas.
- Entre 20 a 50 milhões de pessoas, mais, sofrem acidentes com ferimentos não fatais, resultando frequentemente em incapacidades permanentes como resultado dos ferimentos.

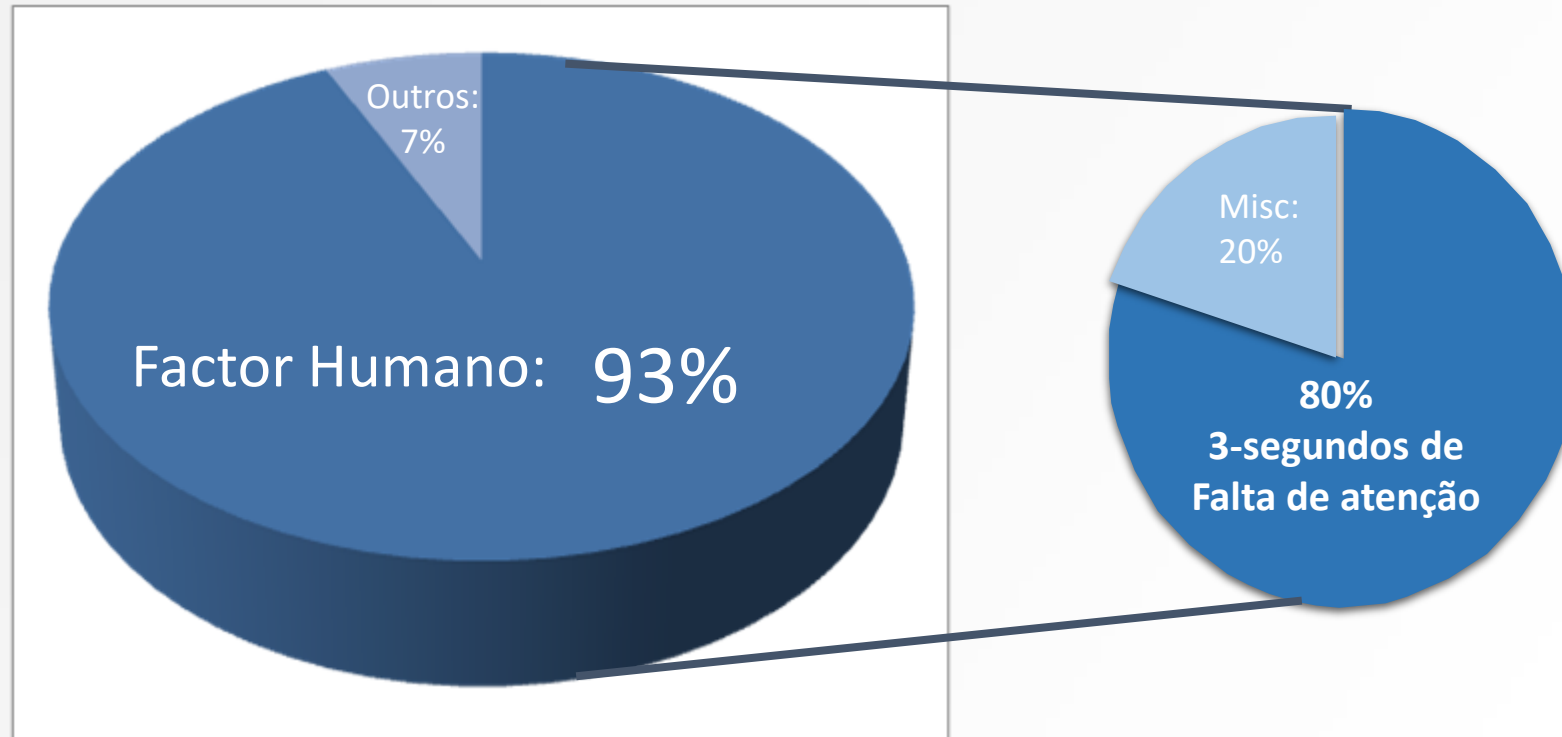
- O custo económico e social anual médio dos acidentes de viação em Portugal ascende a cerca de 2.500 milhões de Euros (€), o que representa cerca de 1,54 %, do PIB Português (valor de 2010)
- Custo económico e social anual médio por cada acidente com vitimas é cerca de 60.000,00 €.
- Valor médio, segundo o tipo de vitimas:

Com vitimas mortais = 735.000,00 €

Com feridos graves = 121.000,00 €

Com feridos ligeiros = 32.000,00 €

Causas de acidentes

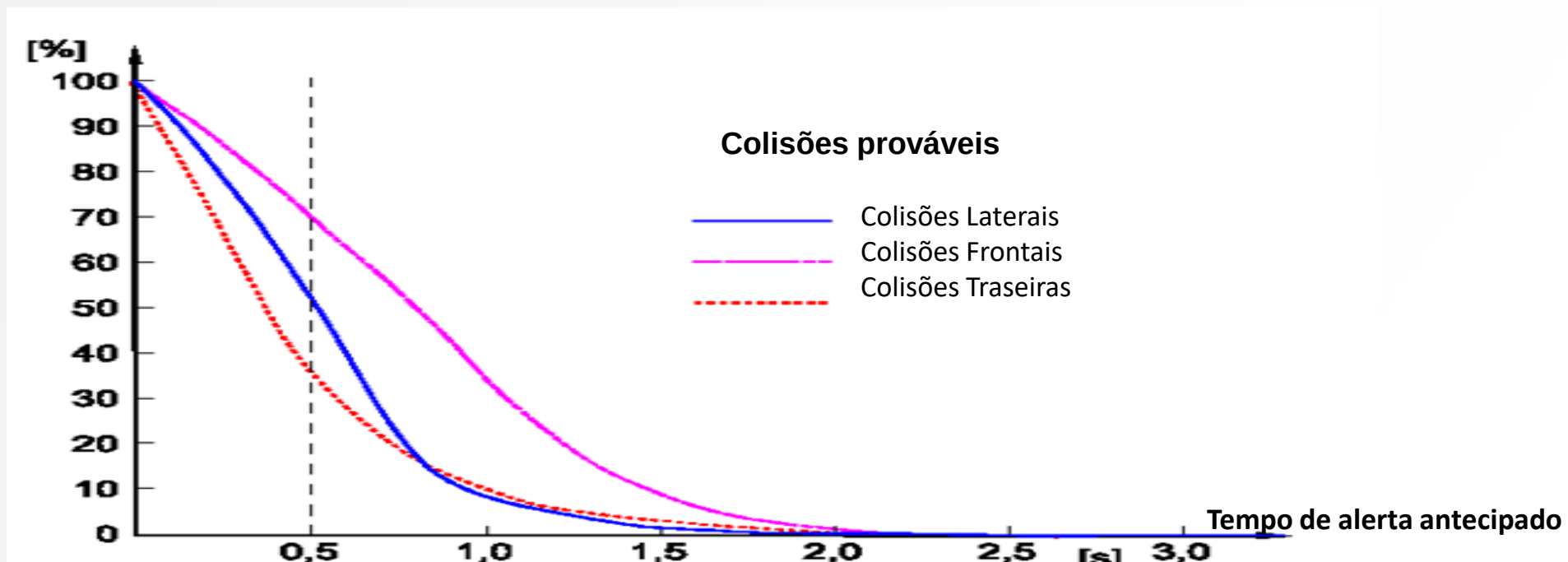


Virginia Tech Transportation Institute released findings of breakthrough research on real-world driver behavior, distraction and crash factors. Nearly 80% of crashes, and 65% of near crashes involved some form of driver inattention within 3 seconds before the event.

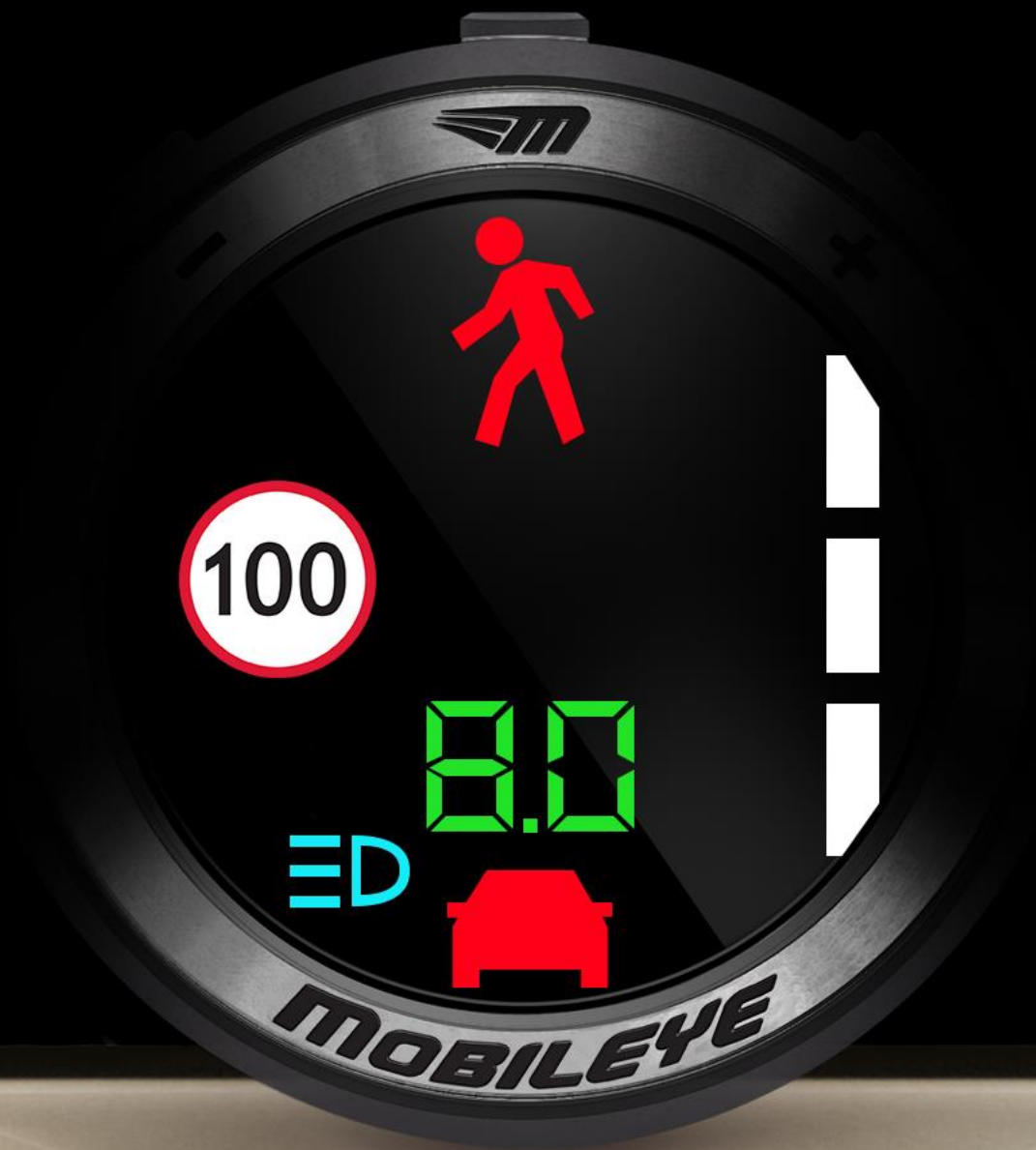
Source: <http://vtrc.virginiadot.org/briefdetails.aspx?id=19>



Efeito reportado de alerta antecipado:



1,5 segundos de alerta antecipado previne 90% das colisões traseiras, 2,0 segundos de alerta antecipado pode prevenir quase a totalidade dos acidentes !



Mobileye ADAS Solution



Mobileye Pedestrian
Collision Warning



Mobileye Lane
Departure Warning



Mobileye Forward
Collision Warning



Mobileye Traffic Sign
Recognition/Speed
Limit Indication

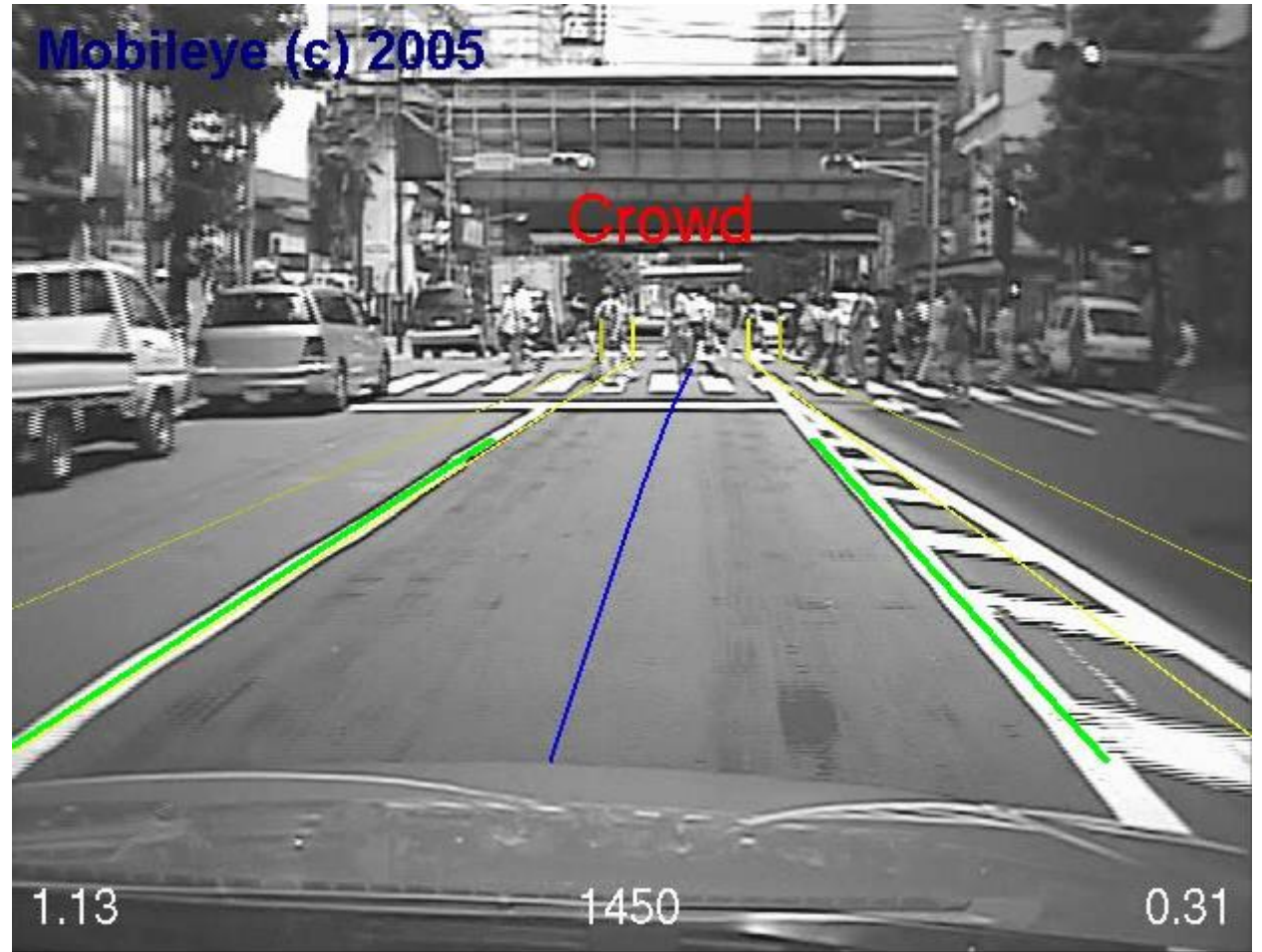


Mobileye Intelligent
High-Beam Control



Mobileye Headway
Monitoring and
Warning

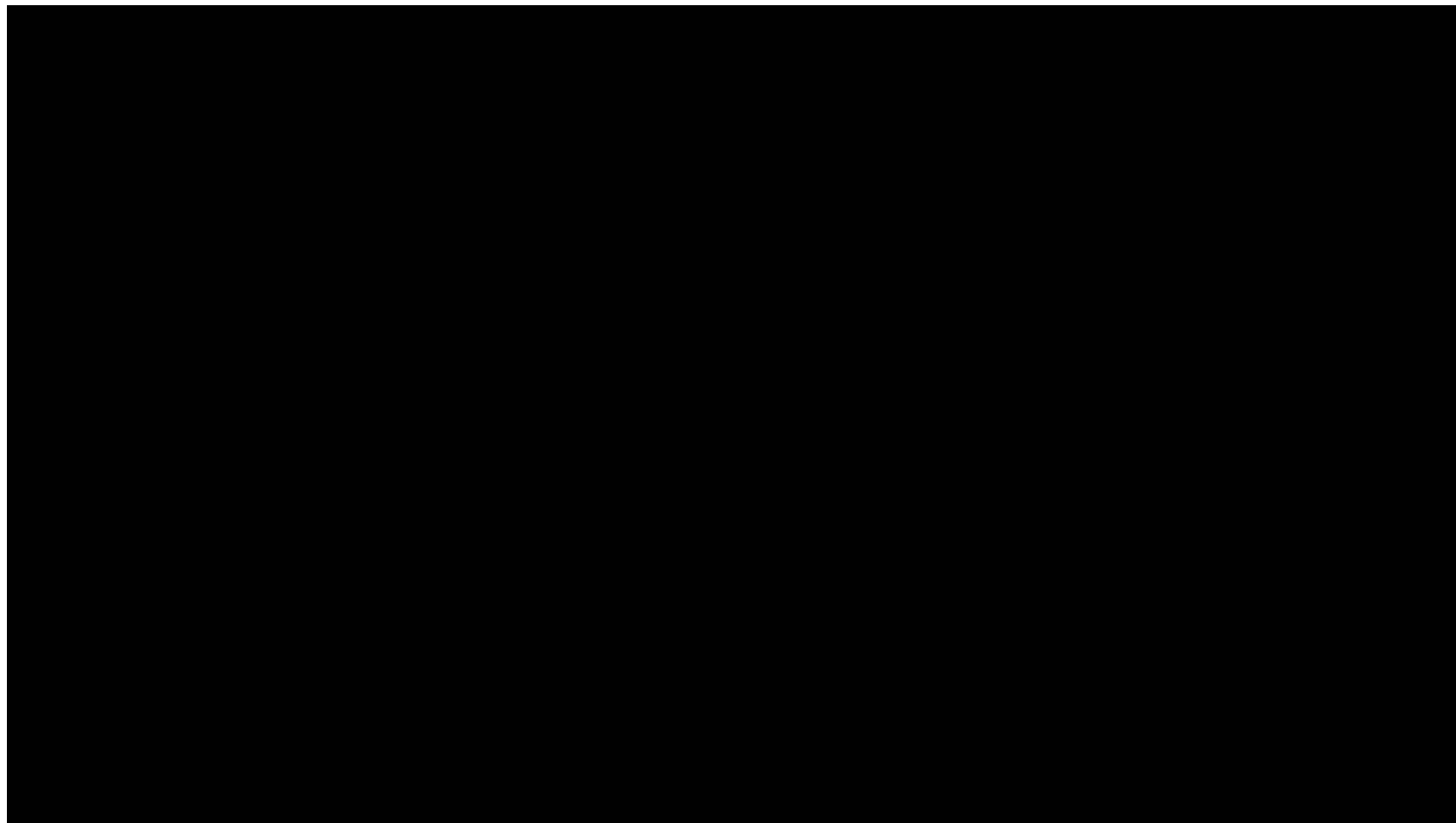
Mobileye Pedestrian Detection Technology



Mobileye Pedestrian Collision Warning



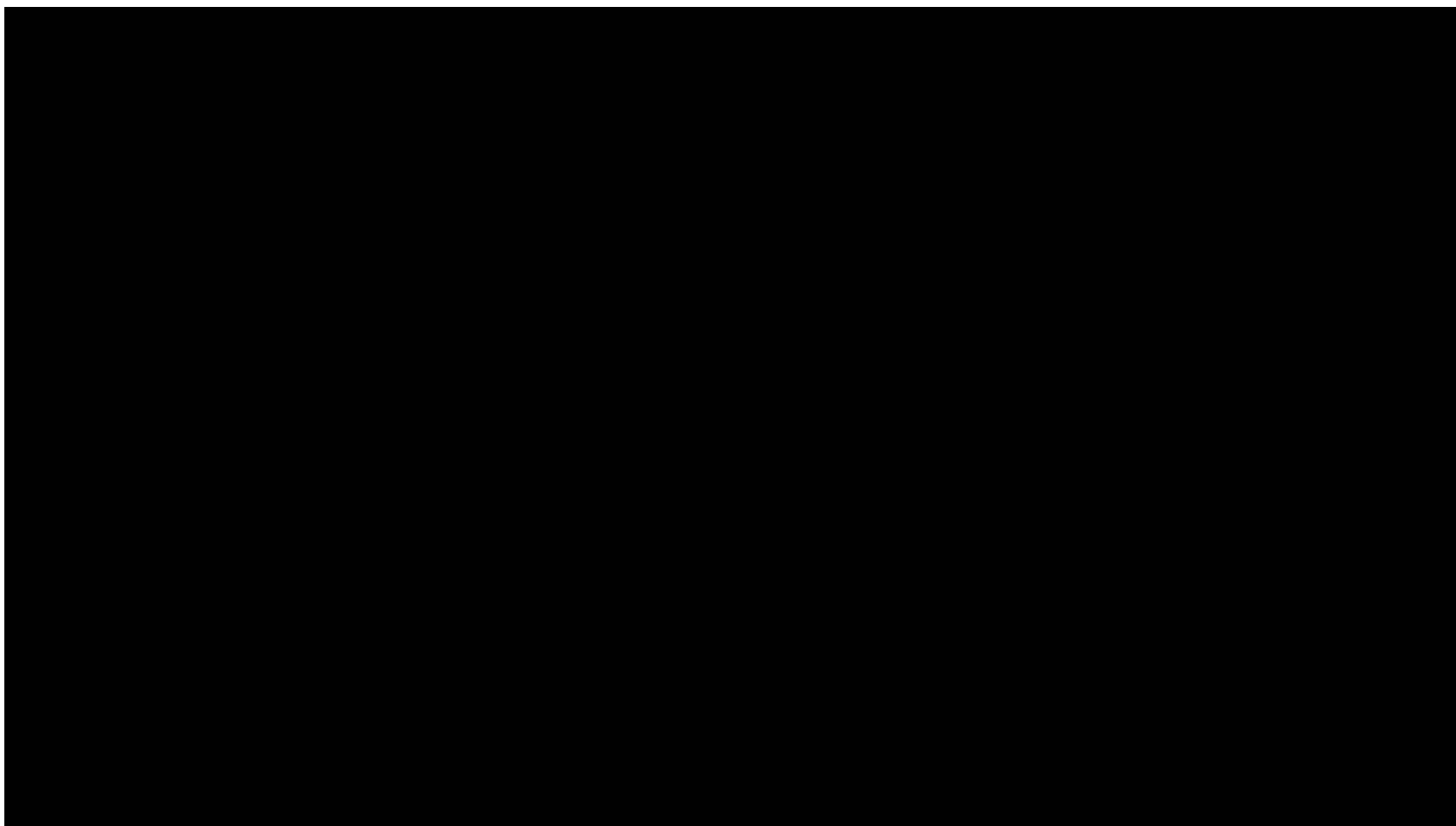
Pedestrian Collision Warning



Mobileye Lane Departure Warning



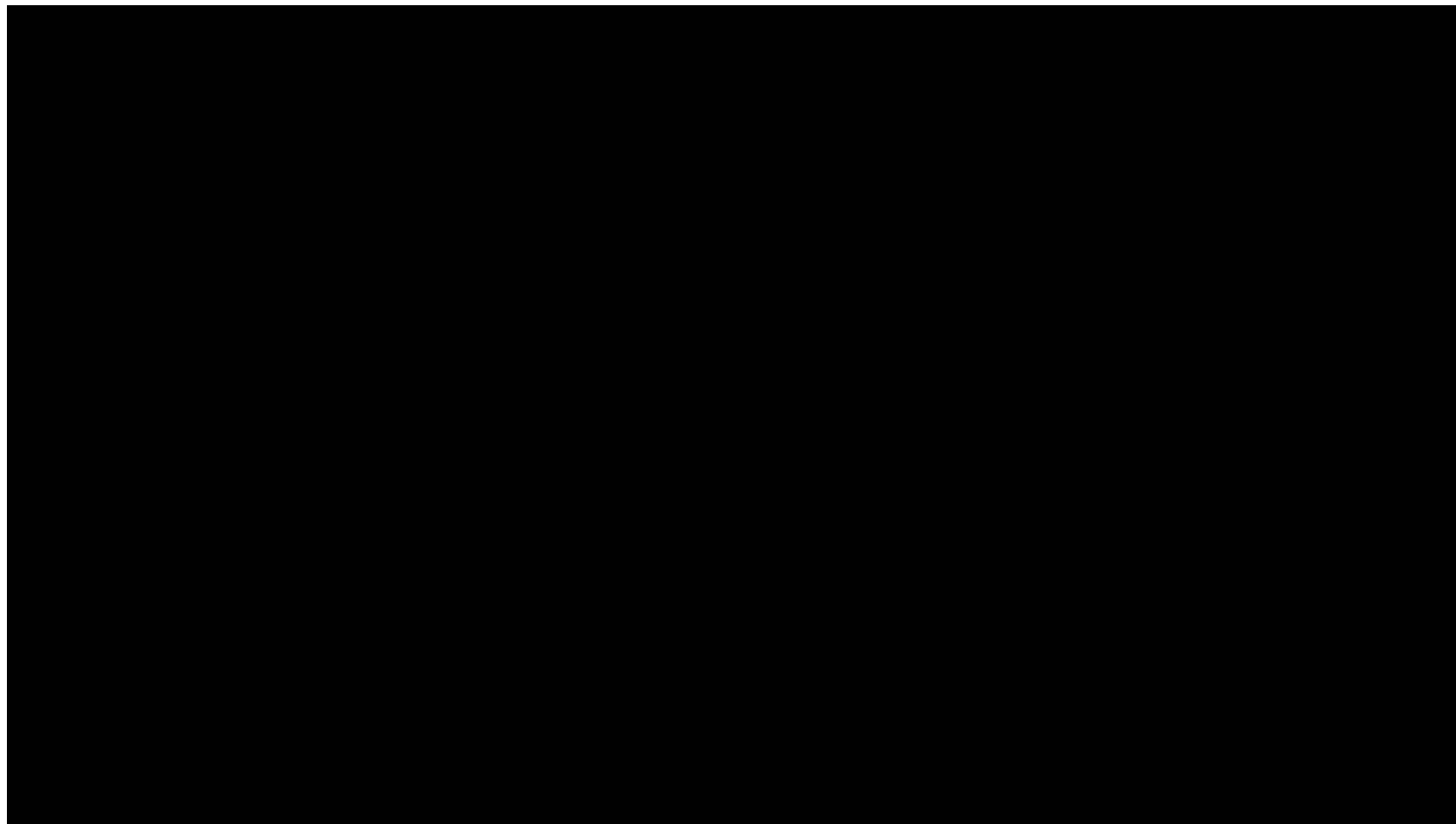
Lane Departure Warning



Mobileye Headway Monitoring & Warning



Headway Monitoring & Warning



SMARTDRIVE

Saved by Ruud, Tim on 1/13/2014



Estudo Empírico

Ministerio dos Transportes, Holanda - 2008



Rijkswaterstaat
Ministerie van Verkeer en Waterstaat

Universo - 2400 Camiões
1 ano de teste, 77 Milhões de kilómetros

400 Camiões sem Mobileye
(4-5 acidentes previsíveis)

2000 Camiões com Mobileye
(11-13 acidentes previsíveis)

5 Acidentes

Zero Acidentes

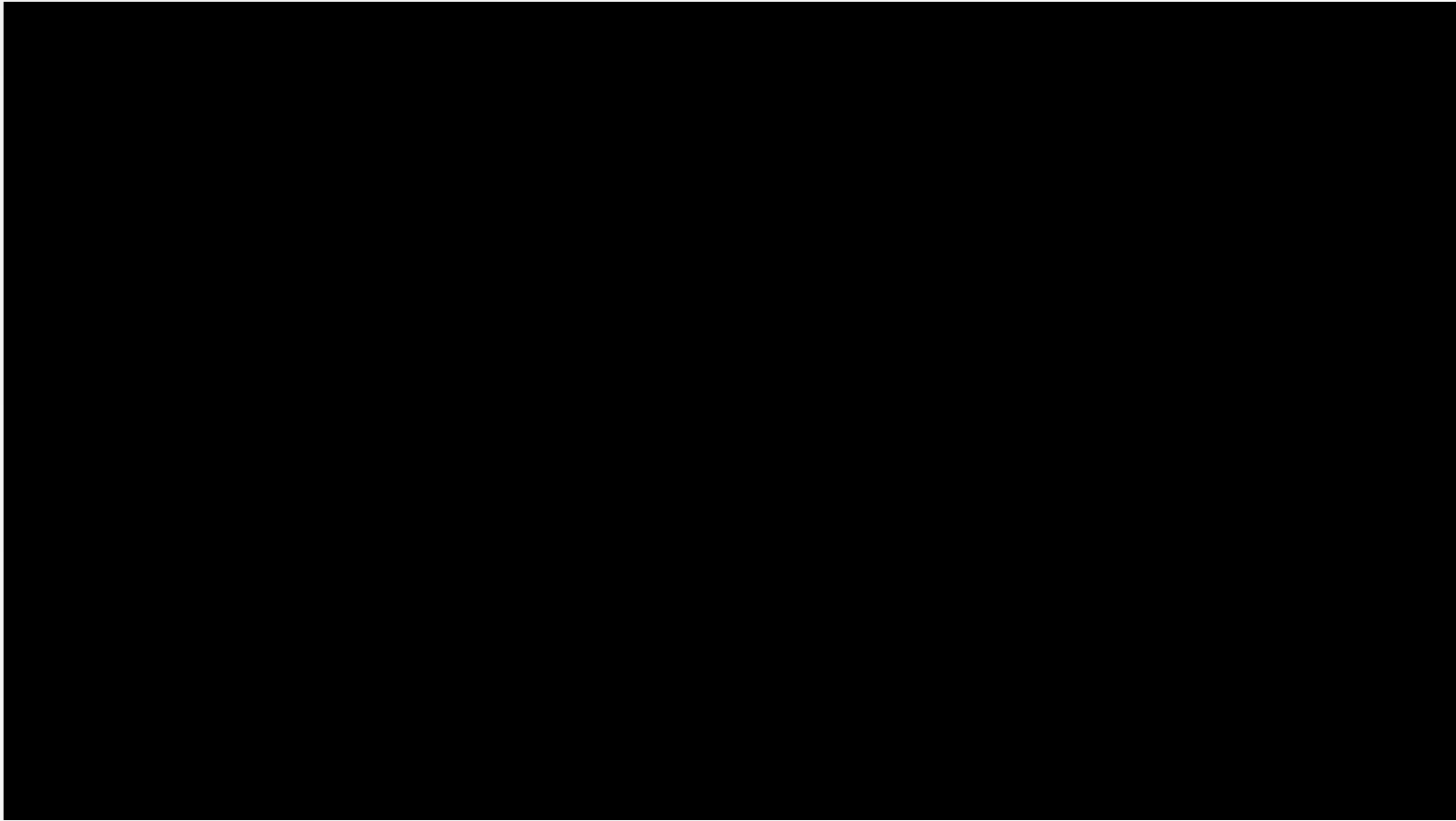
“...Participants also maintain their distance better, use their indicators more often and maintain their direction on the road more effectively. Furthermore, they also find the task of driving to be less demanding overall...”

“The majority of participants in the pilot are satisfied with Mobileye. They find the system easy to use and believe that driving with both LDW and HMW is conducive to road safety. This is due to the fact that drivers’ adapt their driving behavior (in a positive sense) in order to minimize the number of warnings...”



Our Vision. Your Safety™

Vision Zero by Mobileye

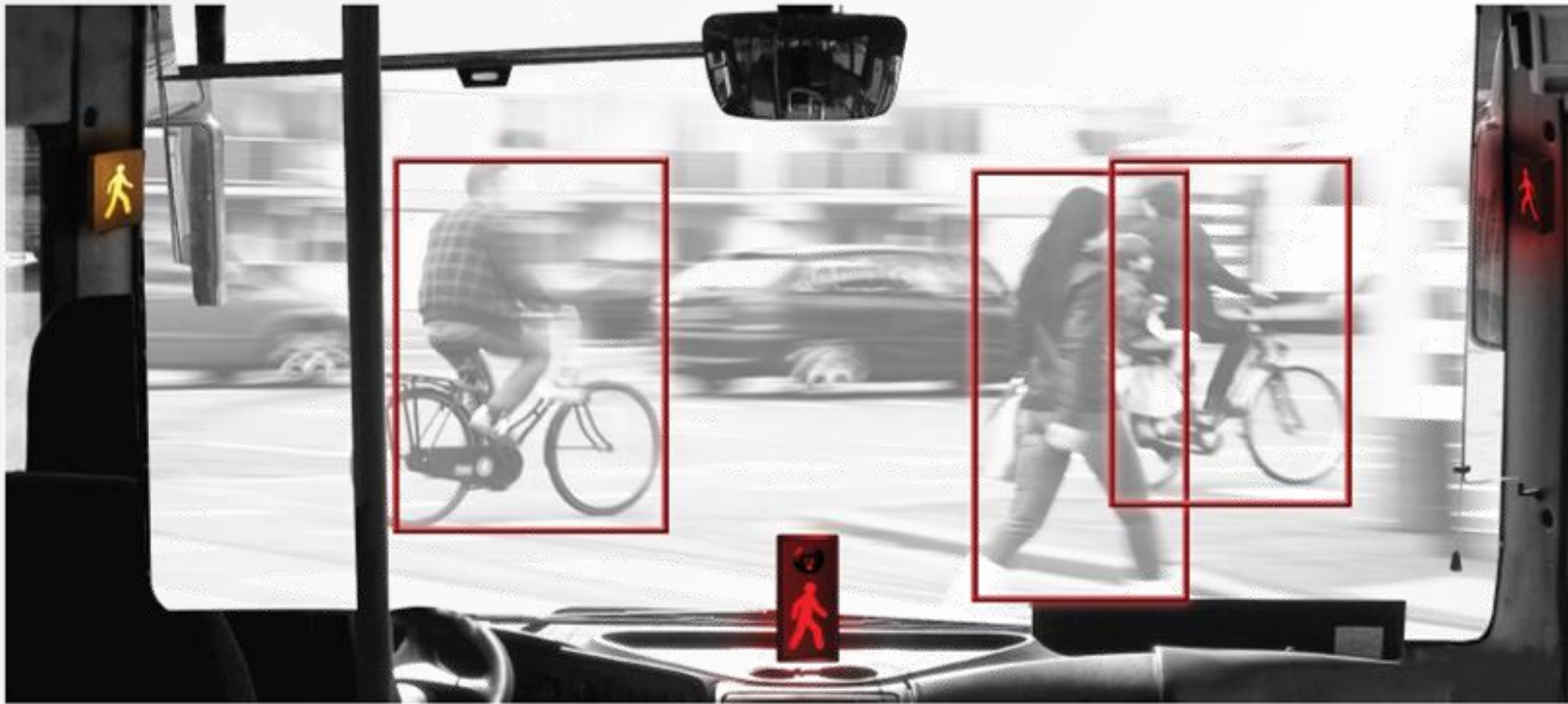




Delivery of Warnings

Delivery of Warnings

Independent alert display for each side camera (triggered by an analog or CAN signal from the Side camera)



PEDESTRIAN ONCOMING LEFT



CYCLIST ONCOMING LEFT



Muito Obrigado

Vamos Ajudar a Salvar Vidas !

WWW.ADAS.PT