

MOBILEYE® ADVANCED VEHICLE TECHNOLOGIES POWER VOLVO CAR'S DRIVER ALERT CONTROL (DAC) 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. Mobileye's advanced technology plays a key role in three of Volvo's all-new safety and driver-comfort features, including the world-first Volvo Collision Warning with Auto Brake (CWAB) system, Volvo's Lane Departure Warning (LDW) system and the world-first Volvo Driver Alert Control (DAC) system.

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Driver Alert Control, developed by Volvo, monitors a combination of vehicle, road, and driving parameters and assesses whether the vehicle is being driven in a controlled or uncontrolled way. The company's approach to detecting behind-the-wheel behavior associated with a drowsy driver is unique among vehicle manufacturers, as well as highly effective and reliable during testing.

"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."

Alert or Not? Mobileye Technology Helps Detect the Difference

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 technology role in the DAC system begins with the Mobile EyeQ™ vision system-on-chip. This powerful processor analyzes the video stream from a Complementary Metal Oxide Semiconductor (CMOS) camera mounted on the windshield, looking forward. The EyeQ then applies Mobileye's advanced vehicle detection and lane detection algorithms, which allows the Volvo functional algorithms to analyze the vision data along with internal vehicle data (such as steering wheel movements and pedal usage) to determine whether the driver is alert or not.

The vehicle detection information allows the DAC system to analyze the driver's behaviour relative to other vehicles driving on the road – an important reference point. This enables the system to reach a more accurate assessment of the driver's alertness level, and also reduce false alarms by comparing the car's maneuvers with other drivers' maneuvers.

At the same time, Mobileye's lane detection technology measures the distance between the car and the road lane markings, adding crucial information on the car's movements within the lane. The DAC unit stores the information and calculates in real time whether the driver risks losing control of the vehicle. If the risk is assessed as high, the driver is alerted via an audible signal. In addition, a text message appears in the car's information display, along with an image of a coffee cup, alerting him or her to take a break.

As an added safety feature, drivers can continuously retrieve their recorded alertness level from the car's trip computer. The highest alertness level is shown as five bars. The lower the level of consistent driving, the fewer bars remain – a sign that "road hypnosis" or distractions are negatively impacting performance.

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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