

Mobileye's demo vehicle arrives to Europe

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Last week, Mobileye took delivery of a BMW 1 series fitted with Mobileye's Collision Prevention System.



The system is identical to that fitted in truck and passenger car fleets across Europe and provides 4 critical warnings: Forward Collision Warning (both highway and urban), Lane Departure and Headway Monitoring & Warning.

Over the coming months the vehicle will travel throughout Europe, starting in Germany, to promote the system safety benefits. A number of large fleets and vehicle importers have already signaled their interest, and three of Germany's ten largest logistics companies have booked appointments to drive the vehicle.

From 2011 Mobileye will be supplying multiple series production programs with Forward Collision Warning (FCW) systems.

Camera based Vehicle Detection running in combination with multiple other camera functions offers a greatly reduced total system price to the vehicle maker when compared to radar based FCW plus other camera based features, such as Lane Departure Warning (LDW), Intelligent Headlight Control (IHC) and Traffic Sign Recognition (TSR).