

# MOBILEYE SHIELD PLUS

## AVOIDING COLLISIONS WITH VULNERABLE ROAD USERS USING NEW IMAGE TECHNOLOGY

*By Mobileye*

Project URL: [www.mobileye.com/products/mobileye-shield-plus/](http://www.mobileye.com/products/mobileye-shield-plus/)

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- Health

This driver-assistance technology empowers drivers to avoid and mitigate imminent collisions, protecting the most vulnerable and difficult-to-observe road users: cyclists, pedestrians and motorcyclists.

It uses award-winning image-recognition software (that acts like a bionic eye) to reduce unnecessary warnings, which can desensitise drivers over time.

Mobileye Shield + only emits audio and visual alerts to drivers if a collision is imminent with vulnerable road users, not inanimate objects.

The vehicular collision-avoidance technology has been developed and supported with the help of automobile partners including Tesla, GM, Audi and BMW.

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