

Innovation for better mobility



VEHICLE SENSORS

Automotive Safety Solutions





“PRIME has logged over 140 million miles using LDW and has seen a 73% reduction in LDW preventable accidents.”

*- Robert Lowe
President of PRIME, Inc.*

AutoVue® Vehicle Sensors

According to the National Highway Traffic Safety Administration, rear-end, lane change and roadway departure crashes account for approximately 3.6 million police-reported crashes each year on United States roadways. These three crash types result in about 27,500 of the Nation's 42,000 annual traffic fatalities and contribute to a considerable economic loss due to injuries, property damage and decreased productivity.



LDW Unit in the Infiniti M45

AutoVue's® cutting-edge sensors help to reduce the number of motor vehicle crashes and the severity of crash-related injuries.

- Lane Departure Warning systems alert motorists if they are inadvertently drifting out of their lane.
- Forward Collision Warning systems provide warnings to drivers to assist them in avoiding rear-end crashes with other vehicles.
- Blind Spot Warning systems alert drivers of possible unsafe maneuvers based on vehicles or objects in adjacent lanes.

A pioneer in vehicle safety technology, Iteris' AutoVue® Vehicle Sensors provide active safety technologies that help prevent accidents before they occur.

AutoVue® Lane Departure Warning

Iteris' innovative AutoVue® Lane Departure Warning (LDW) system is a small, integrated unit consisting of a camera, onboard computer, image recognition software and proprietary algorithms. The LDW system can detect when a commercial truck or passenger vehicle (currently available as part of an option package on selected Infiniti® models) begins to drift toward an unintended lane change.

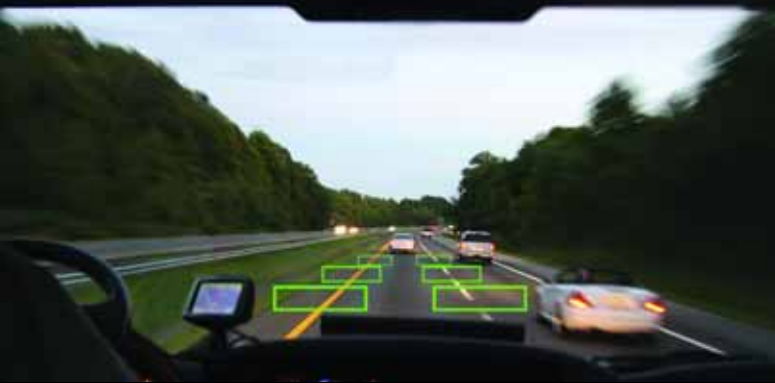
When this occurs, the unit automatically emits a distinctive rumble strip or other audible warning sound — alerting the driver to make a correction. LDW is a proven, reliable technology that is becoming as much a part of overall vehicle safety as airbags and ABS brakes.

Over 100,000 Iteris LDW systems have been sold for passenger cars and commercial truck platforms in the United States, Europe and Asia, with an estimated three billion miles traveled per year.

Proven Results

Fleets using Iteris' LDW systems have reported an average of 84% reduction in lane departure-related accidents. These accidents include inadvertent lane change, sideswipe or run-off-road accidents. Every system is built and tested to vigorous heavy trucks OEM standards. The system is available as both an OEM and aftermarket option and can be easily installed within a few hours.





"Our LDW preventable accident rate has dropped 92% over the last four years. We believe implementing this technology was a good financial investment, but more importantly it was the right thing to do."

*- Dean Newell
Vice President of Safety
Maverick Transportation, Inc.*

AutoVue® Forward Collision Warning

Iteris' radar-based AutoVue® Forward Collision Warning system increases driver awareness of tailgating situations and impending collisions early enough to take appropriate action.



In addition, a Headway Alert feature includes additional information to help the driver maintain a safe following distance behind a preceding vehicle in moving traffic. By monitoring the "Forward Detection Zone", AutoVue® Forward Collision Warning system, manufactured by Delphi, provides a warning to the driver whenever the headway (the time gap to the vehicle ahead) falls below a preset value.

- "Actively" alerts the driver when headway gap is violated
- Helps drivers to avoid or reduce the severity of frontal accidents
- Helps to promote safer driving behavior by alerting drivers to maintain acceptable timed-headway gap in traffic flow
- Operates under a wide range of environmental conditions

Radar is the only technology that can see objects in rain, snow and fog.

AutoVue® Blind Spot Warning

Iteris' AutoVue® Blind Spot Warning system, manufactured by Delphi, helps drivers avoid or reduce the severity of side-related accidents resulting from objects in the side "blind spot".

When a vehicle is detected in the side blind spot, the AutoVue® Side Alert feature provides a visual alert to help drivers avoid an accident. When the turn signal is activated, an audible alert is also provided. The AutoVue® Blind Spot Warning system integrates radar-based technology with intuitive algorithms to work in a variety of situations.

Iteris Safety Direct™

Iteris' SafetyDirect™ system analyzes real-time driver performance data captured by Iteris' LDW system and can relay this information directly to fleet operators through integration with the truck's existing fleet communications system. The system provides an immediate warning to fleet operators if their drivers are having difficulty staying in their lanes; often a first indicator of driver drowsiness or other potential problems.

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Product Development

In addition to Iteris' expertise in AutoVue® Vehicle Sensors for Europe, Japan and North America, our engineers are seasoned automotive professionals that have supported car and truck OEM developments worldwide.

The Iteris team has designed systems alongside some of the world's largest vehicle OEMs, with stringent production requirements including Nissan, International, Mercedes, Freightliner, Fuso, Scania, DAF and MAN Trucks. Iteris is ISO 9001:2000 certified and all systems are built on both ISO 9002:2000 and TS 16949 certified production lines.