

Rosco's Vice President of Engineering, Ben Englander Discusses How Emerging Technologies Can Help to Achieve Vision Zero at the 2016 Vision Zero Cities Conference

Ben Englander, Vice President of Engineering at Rosco Vision Systems, participated as a panelist at the Vision Zero Cities Conference hosted by Transportation Alternatives

Queens, NY ([PRWEB](#)) March 24, 2016 -- Ben Englander, Vice President of Engineering at Rosco Vision Systems, participated as a panelist at the Vision Zero Cities Conference hosted by Transportation Alternatives at the NYU Kimmel Center, earlier this month. The panel consisted of experts in the safety technology field from AAA, Sidewalk Labs, Zendrive as well as Rosco. The main topic of discussion was the use of technology in vehicles and how they help or hinder the safety of pedestrians and cyclists on busy, congested streets.

Vision Zero is a worldwide safety initiative focused on preventing vehicle to pedestrian collisions and bringing traffic deaths to zero. Rosco and Mobileye® have partnered to bring The Shield+ Pedestrian Collision Avoidance System. The Mobileye® Shield System is the latest technological advancement for preventing collisions between vehicles and vulnerable road users (VRUs) including pedestrians and cyclists. VRUs often are not seen by the bus or vehicle operator due to large blind spots around the vehicle, especially when making turns on busy city streets. Bus operating conditions on congested, urban streets demand the highest level of awareness by the vehicle operator. Shield+ increases awareness and safety for the driver and VRUs around the bus to prevent collisions.

The Mobileye® Shield+ technology is a multi-sensor solution that provides drivers with alerts when VRUs are in a blind spot or danger zone of the bus. The unique side-sensing feature alerts the operator to pedestrians and cyclists in the bus' path, before an incident occurs, giving the operator time to react and avoid the collision. Rosco's Vision Quest Bus is equipped with the Mobileye® Shield+ System; the latest technological advancement for preventing collisions with VRUs including pedestrians and cyclists.

About Rosco- Inc. Rosco, Inc. is North American's largest bus mirror manufacturer, and a vision safety leader in rearview cameras, windshield based camera recording, rearview interior/exterior mirrors and sun visors in numerous bus, truck, specialty, recreational and military vehicle markets. Founded in Manhattan, New York in 1907 as a safety product manufacturer for automotive and aeronautical markets, Rosco moved to its current location in Queens, New York in 1964. Over 100 years later, the company is the largest supplier of mirror and camera systems to the North American bus, truck, military and insurance markets, selling to all major OEMs and parts distributors including Freightliner/Thomas Built, Navistar/IC Bus, Blue Bird, New Flyer, Prevost, Gilling and other bus manufacturers.

About Mobileye- Mobileye N.V. is the global leader in the development of vision and data analysis for Advanced Driver Assistance Systems and autonomous driving. Our technology keeps passengers safer on the roads, reduces the risks of traffic accidents, saves lives and has the potential to revolutionize the driving experience by enabling autonomous driving. Our proprietary software algorithms and Eye® chips perform detailed interpretations of the visual field in order to anticipate possible collisions with other vehicles, pedestrians, cyclists, animals, debris and other obstacles. Mobileye's products are also able to detect roadway markings such as lanes, road boundaries, barriers and similar items, as well as to identify and read traffic signs and traffic lights. Our products are or will be integrated into car models from 23 global automakers including BMW, Ford, General Motors, Nissan and Volvo. Our products are also available in the aftermarket.



This press release may contain certain forward-looking statements. Words such as “believes,” “intends,” “expects,” “projects,” “anticipates,” and “future” or similar expressions are intended to identify forward-looking statements. These statements are only predictions based on our current expectations and projections about future events. You should not place undue reliance on these statements. Many factors may cause our actual results to differ materially from any forward-looking statement, including the risk factors and other matters set forth in Mobileye’s filings with the U.S. Securities and Exchange Commission, including its Annual Report on Form 20-F for the year ended December 31, 2014. Mobileye undertakes no obligation to update or revise any forward-looking statement, whether as a result of new information, future events or otherwise, except as may be required by law.

*nyc.gov/visionzero



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