

## **Rosco Demos Mobileye Shield+ Collision Avoidance Technology in Albany after Announcement of Pilot Program on 100 MTA Buses**

*Rosco's Vision Quest Bus equipped with the latest Shield+ Collision Avoidance Technology made its way to Albany for a live technology demo at the New York State Capitol Building. The Shield+ Collision Avoidance System is scheduled to be installed on 100 New York City MTA buses as part of a new pilot program announced by Governor Cuomo.*

Queens, NY ([PRWEB](#)) June 10, 2016 -- The Rosco Vision Quest Bus made its way up to Albany earlier this week to demo the Mobileye [Shield+](#) Collision Avoidance Technology to state legislatures at the NYS Capitol Building. The Shield+ Collision Avoidance System is one of two [safety technology pilot programs](#) announced last week by Governor Cuomo for New York City MTA. The Shield+ system is scheduled to be installed in 20 New York City transit buses by the end of this year with the rest of the 100 pilot buses being installed in 2017.

The Shield+ technology, offered by New York State manufacturer, Rosco, Inc., through a partnership with Mobileye, utilizes smart vision cameras in and around the bus designed to prevent collisions between vehicles and vulnerable road users (VRUs), like pedestrians and cyclists. State legislators including Assembly Members from districts all over New York got a firsthand look at this lifesaving technology that may soon be available on all NYC transit buses. Ben Englander, VP of Engineering at [Rosco Vision Systems](#), was welcomed onto the Assembly floor by Queens Assemblyman Phillip Goldfeder as he announced his support for the new safety technologies being piloted on MTA buses.

"It was a great privilege to meet with Rosco Vision during their trip to Albany and learn about their work to improve pedestrian safety for our families. There is no greater complement to our community than to see a thriving family-owned local business offer well-paying jobs and cutting-edge manufacturing right here in Queens. I wish them success as they continue to grow and bring the latest vision technologies to streets in the city and across the country,"

- Assemblyman Phil Goldfeder

The Mobileye Shield+ Collision Avoidance System is currently being piloted across the U.S. including in Washington State, California, Texas, Connecticut, Florida and also locations in Canada. Mobileye has also partnered with Transportation Secretary Anthony Foxx to award 300 Shield+ systems to the winning city of the 2016 [Smart Cities Challenge](#).

The Mobileye Shield+ System is designed to help drivers and act as their third eye where obstructions cause blind zones around large vehicles. VRUs often are not seen by the bus operator due to large blind spots, 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.

About Rosco, Inc. - [Rosco, Inc.](#) is North American's largest [bus mirror manufacturer](#), and a vision safety leader in rearview cameras, automotive windshield based camera recording, rearview interior/exterior mirrors and sun visors in numerous bus, truck, fire, EMS, public safety, specialty, off-road, 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 supplies major OEMs such as Freightliner/Thomas Built Bus, Navistar/IC Bus, Blue Bird, New Flyer, Forest



River, REV Group, Morgan Olson, Utilimaster, Pierce and Oshkosh.

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.



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