# RIDEVISION

**Saving Riders' Lives**
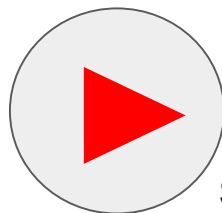
See it in action

# THE MOST VULNERABLE VEHICLE ON THE ROAD

**700M**
on the roads

~378K fatalities
every year
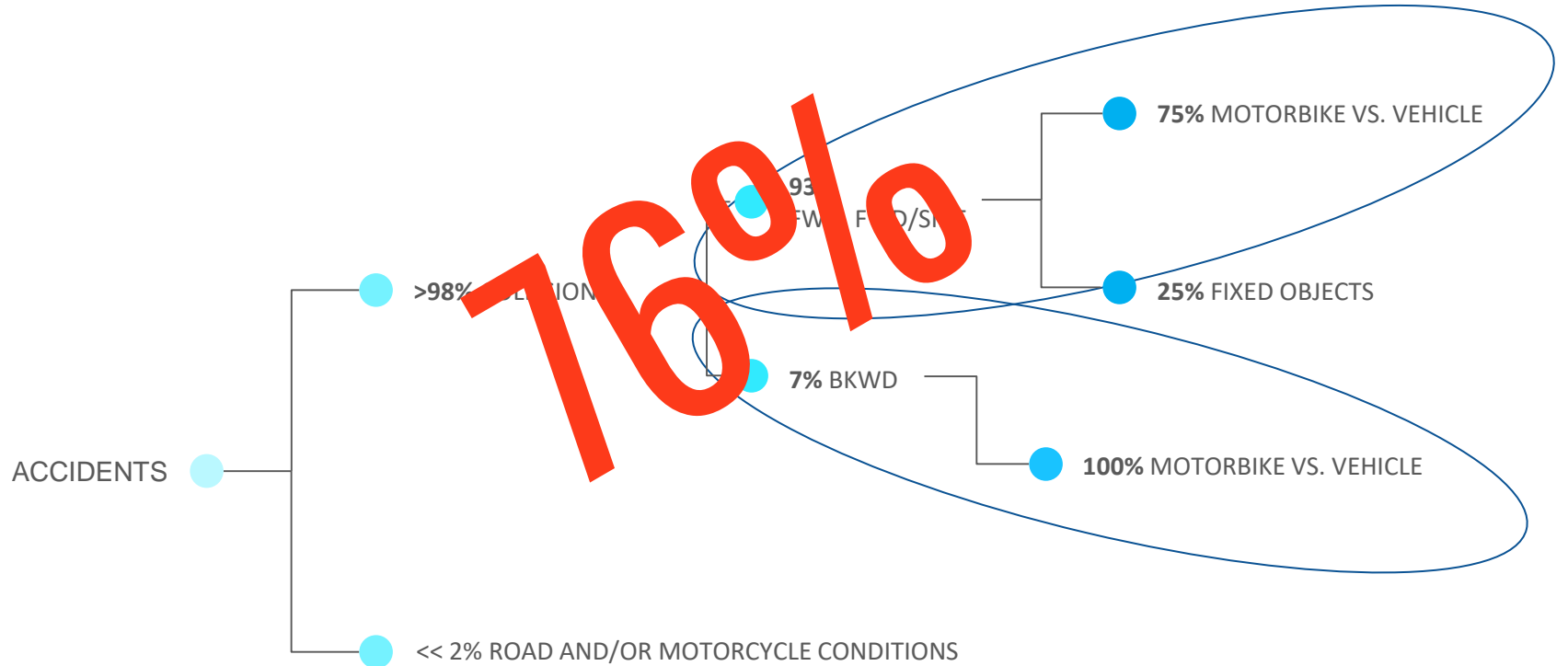
4.1% GDP

28x higher chance of fatality

EU: **4,666 Fatalities**
(2015)- 18%

and growing...

# ACCIDENTS = COLLISIONS



ACCIDENTS
- >98% COLLISIONS
  - 93% FWD FWD/SIDE
    - 75% MOTORBIKE VS. VEHICLE
    - 25% FIXED OBJECTS
  - 7% BKWD
    - 100% MOTORBIKE VS. VEHICLE
- << 2% ROAD AND/OR MOTORCYCLE CONDITIONS

76%

# RIDERS ≠ DRIVERS, AND WHAT RIDE VISION SOLVES?

- Riders are alerted, but suffer from
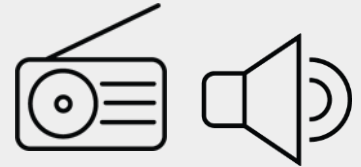  ⊗ Object Fixation
  ⊗ Tunnel Visioning

- Drivers are not alerted,
but have good field of view

- Alerts shouldn't impact riders' focus
(non intrusive alerts)

- Alerts have to be intense (to get
drivers' focus)
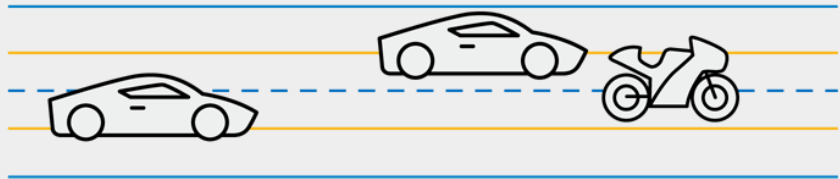
# BIKES ≠ CARS, AND WHAT RIDE VISION SOLVES?

Designed to compensate 2W's:
- Vibrations, rotations
- Tilting up/down
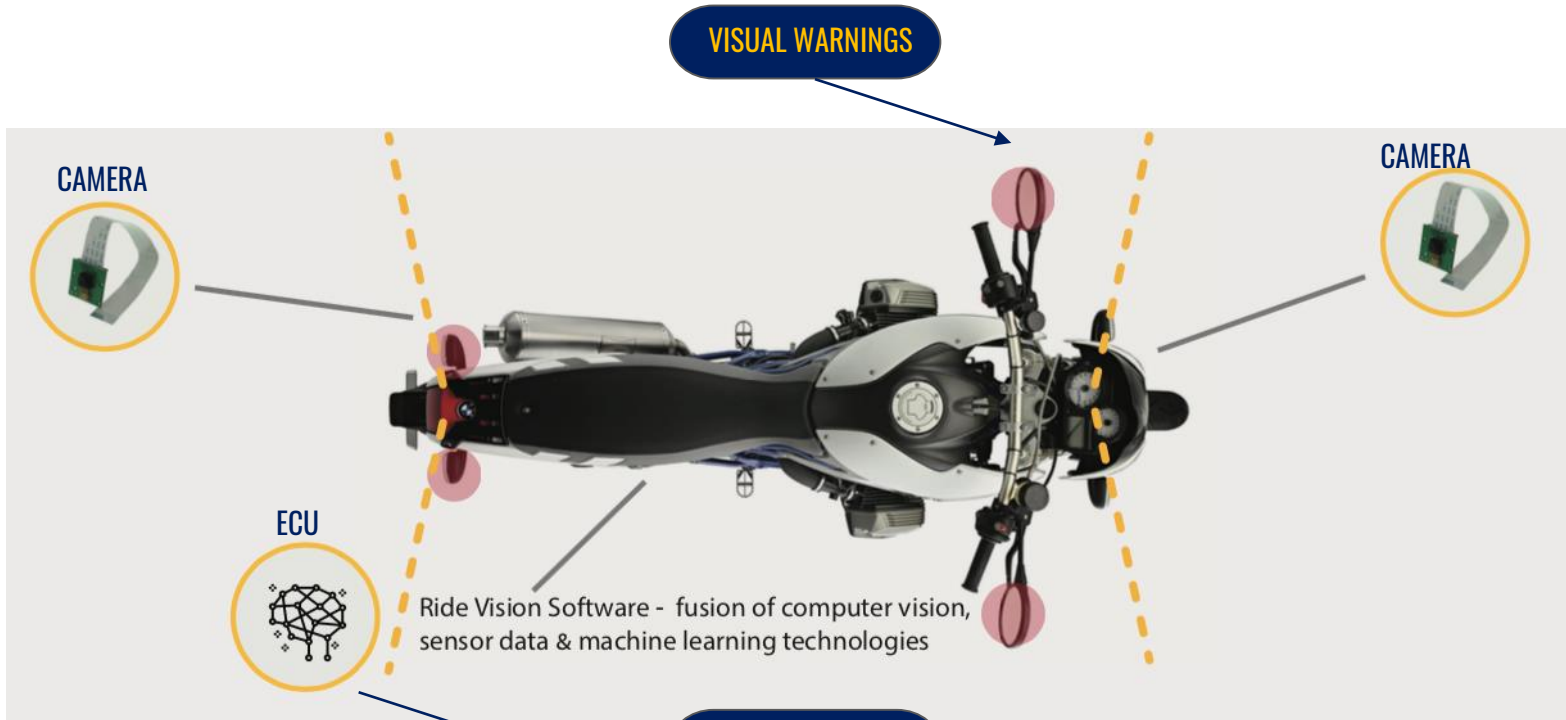- Rolling (leaning)



Crafted for 2W:
- Narrow path riding (no lanes)
- Rides close or/and between the cars



Built specifically for 2W:
- Small, doesn't require lots of space
- Low power consumption
- Suitable price



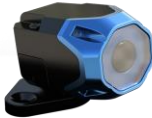$$$    $$

**VISUAL WARNINGS**

CAMERA

CAMERA

ECU

Ride Vision Software - fusion of computer vision, sensor data & machine learning technologies

**AUDIO WARNINGS**

# AFTERMARKET PRODUCT: COLLISION AVOIDANCE SYSTEM

# RIDE VISION EXPERIENCE

# Preventing Accidents

Reducing 10 km/h reduces up to 25% of Front Collisions*

**+**

Using Front Collision Alert systems reduces chances of forward collision by 27% **

**40%**

Ride Vision's internal research shows using Ride Vision Front Alerts **reduces average speed by 15 km/h**

# Summary

- Building the right system will ensure high adoption rate.

- Regulating ARAS systems for new vehicles is not futuristic.

la Repubblica

## Motori

HOME    FOCUS    ATTUALITÀ    AMBIENTE    SICUREZZA    MODELLI
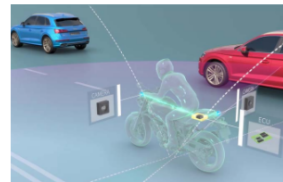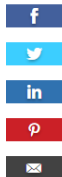
### Ride Vision e Sara Assicurazioni, una partnership per salvare i motociclisti

*Il sistema di visione predittiva, installabile su tutte le moto, avvisa i centauri dei pericoli utilizzando la tecnologia brevettata Collision Aversion Technology*

di MAURILIO RIGO

ABBONATI A **Rep:**     29 ottobre 2019

Incrementare la sicurezza del motociclisti, uno degli anelli più deboli della catena degli utenti della strada. Con questo obiettivo Sara Assicurazioni e Ride Vision hanno avviato una importante partnership per ridurre questi incidenti e migliorare la sicurezza stradale complessiva dell'Italia.

**RIDEVISION**

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