

MiX Telematics: Top industry players collaborate to boost driver safety POST YOUR COMMENT Amsterdam & Cape Town, SA | Business Wire via ITWeb, 12 Apr 2011

MiX Telematics (JSE:MIX), a global leader in fleet management technology and innovation, and Mobileye, world-renowned for its collision prevention systems, have collaborated to boost driver safety through integrating their world-class solutions.

The integrated solution means clients worldwide can benefit from improved driver safety and reduced accidents, as well as the knock on effect of reducing related costs.

Inside the vehicle, a small display unit coupled with audible alerts are used to warn drivers if motorbikes or pedestrians are detected in their paths and if they are deviating from their lane or driving too closely to the vehicle in front of them.

Back at the office, this same event data is combined with other driver and vehicle performance data to provide a rich set of information to customers wishing to manage exceptions and identify poor driving trends.

This in turn enables fleet or HSE managers to make more informed decisions and tailor driver improvement programmes and remedial action for unsafe drivers.

Real-time data flows from the devices inside the vehicle to MiX Telematics secure global hosting environment, making information available to clients anywhere in the world, 24 hours a day.

Charles Tasker, managing director of MiX Telematics International, says: "Information from the Mobileye product compliments the data recorded by our on-board computers really well, making it an integral accessory to our driver safety and fleet management solution."

Perfected over ten years, Mobileye's collision prevention technology has been adopted as a standard core safety feature by leading automotive manufacturers including BMW, Volvo and General Motors.

Isaac Litman, CEO of Mobileye products says: "Our advanced vision-based device is a trusted safety tool that prevents and reduces collisions and helps to instil safe driving habits.

"Combined with technology and services from MiX Telematics, customers now have a powerful solution to improve driver safety while also reducing accidents and related costs."

MiX Telematics, founded in 1995, provides information and related services for the efficient and effective management of mobile assets. Their fleet management solutions are available in 111 countries, on six continents.

Mobileye, founded in 1999, is recognised as the world leader in vision-based Driver Assistance Systems. Its key technical breakthroughs lie in the use of a highly advanced mono camera for all its applications.

Mobileye received the Brake Award in 2008 and 2009, and the Mobileye C2-270 was awarded Highly Commended Product within the fleet safety category at Brakes Fleet Safety Forum in 2010.

Other awards include the Red Herring Top 100 Innovators award and Frost & Sullivans Entrepreneurial Company of the Year award in 2006