

Iteris' Lane Departure Warning System Now Available on Mercedes Trucks in Europe

In a recent press release, **Iteris Inc.** announced that they have achieved the automotive industry's first large scale deployment of video based in-vehicle sensors: a production order shipment of its **AutoVue™** lane departure warning system has been made to **DaimlerChrysler** in Europe. The AutoVue system is now available as an option on Mercedes Actros trucks.

"The lane departure warning system DaimlerChrysler and Iteris have jointly developed will play a significant role in enhancing the safety of our trucks," said **Dr. Hartmut Marwitz**, senior vice president and head of European truck development for DaimlerChrysler. "Furthermore, we think that this system represents the basis for future video signal based safety systems."

Francis Memole, vice president of vehicle sensors for Iteris, com-

mented, "We see a bright future for AutoVue in the automotive industry worldwide. This product has the potential to significantly reduce the number of lane departure related accidents and to limit the number of injuries and deaths that occur as a result."

AutoVue Targets Lane Departures, Roll Overs

Statistics show that tens of thousands of automobile accidents are caused each year by unintended lane departures. Lane departures are also identified as a major cause of roll over incidents involving sport utility vehicles (SUVs) and light trucks. AutoVue was developed to reduce the number accidents by warning drowsy or inattentive drivers of a possible unintended lane departure before it occurs.

Like other systems on the market, the AutoVue system uses a highly sensitive, computerized

camera and a combination of sophisticated lane recognition algorithms and proprietary image recognition software and hardware to track lane markings in the road. AutoVue is a compact device that resides inside the vehicle on the windshield.

Virtual Rumble Strips

Unique to the Autovue system is its driver warning modality — when the system detects that an unintended lane change is about to occur, it alerts the driver by emulating a distinctive "rumble strip" sound, allowing the driver time to correct the situation in a controlled manner. According to the company, this particular alarm sound was chosen after thorough research proved it to be most effective for warning a driver without causing them to overreact.

AutoVue works effectively both day and night, and in most weather conditions where the lane markings are visible. Company



officials say that the system can handle faded lane markings fairly well. By simply using the turn signal, a driver indicates to the system that a planned lane departure is intended and the alarm does not sound. Iteris says that additional sensory features are in development and will be added to the system in the near future.

While unit prices are not being discussed openly, AutoVue is considered to be relatively low-cost for the heavy truck market, with price estimates in the \$2000 range.

Early this year, **DaimlerChrysler Venture**, a wholly owned subsidiary of DaimlerChrysler AG, made a \$3.75M investment in Iteris, equivalent to 2.5% of Iteris' common stock.

According to the press release, Iteris, Inc. is a subsidiary of **Odetics, Inc.**, a leading provider of advanced information, software and sensor technologies that improve the efficiency and safety of surface transportation. Iteris has combined information technology, system integration and applied sensors to offer a broad range of transportation solutions.

For more information, see the Iteris Web site at www.iteris.com.
