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Mobil-eye

Introduction

Mobil-Eye – an Israeli based company has brought a drastic change in the automotive industry by inventing ADAS. The firm major in the creation of technologies built for vision that can only be employed for safety enhancement, to offer self-driving cars, and for minimizing the occurrence of traffic associated accidents.

The Rise

Mobil-Eye could be traced back to 1999 with Amnon Shashua and Ziv Aviram as the company's founder.

Its first use case was to minimize collision occurrence by designing a system that incorporated computer vision and machine learning.

Strategic partnerships

As a professional supplier of automobile vision solutions, one of the most important reasons for the success of Mobil-Eye is that it has established cooperation relations with big auto enterprises such as BMW, Audi, and General Motor.

Conclusion

In the given case of Mobil-Eye, the case solution provides insightful into how the business is integrating new technology into the market. Particularly, Mobil-Eye has developed a wide network of partnership and the non-stop research and development of the production while prioritizing safety as the top criterion, the company has proven itself as an ideal contender for the competitive market of autonomous driving.

Resource

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