

STAY
ALERT

Vehicle Sensors

AutoVue Lane Departure Warning

[Prevent accidents before they occur]

Iteris' AutoVue® Lane Departure Warning System (LDW) is designed to address inadvertent lane change, sideswipe or run-off-road accidents, and has the potential to save thousands of lives every year. In fact, five fleets have reported over 712 million combined miles with Iteris' LDW systems and have recognized an average 77% decrease in LDW preventable accidents.

Losses incurred in truck accidents can be staggering and not only affect truck companies, but involve people, equipment, cargo and lost time.

- Average cost of an accident caused by a large truck involving fatalities is \$3.6 million dollars.
- Average cost of an accident involving injuries is approximately \$195,258
- Average cost of all large truck accidents is \$91,112
- Average cost of an accident involving property damage only \$14,114

*Data from NHTSA, FMCSA and other third-party sources

Iteris' LDW system is designed to help warn drivers when they drift from their lane unintentionally. It has also been found to help drivers recognize the onset of fatigue and as an aid in warning drivers when they drift due to distraction. Truck drivers tell us that a few early warnings can "nudge" a driver to get off the road and take a break.

Iteris' innovative LDW system is a small, integrated unit consisting of a camera, onboard computer, image recognition software and proprietary algorithms. The LDW system can detect when a vehicle begins to drift toward an unintended lane change. When this occurs, the unit automatically emits a distinctive "rumble strip" sound — alerting the driver to make a correction.



Iteris' LDW system works effectively both day and night and in most weather conditions where lane marks are visible. Truck drivers say it is a big help in fog, rain and other low visibility conditions. The LDW system warns drivers of these unintentional drifts anywhere there are lane markings. It will warn on the shoulder-line, centerline and between lanes, and picks up both solid and dashed lines; even if the lines are heavily faded.



Benefits

- Promotes use of turn signals
- Conditions drivers to have a keen sense of "lane position awareness" and drive in the center of the lane
- Helps warn drivers of impending fatigue before a problem occurs
- Drivers report LDW helps in adverse weather conditions such as fog, rain, snow & dust
- 96% positive acceptance by truck drivers



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Features

- No warnings for planned lane departures
- System optimized to nearly eliminate false alarms
- Disabled below 37 mph
- Zero maintenance with clean windshield and functioning wipers
- Designed for 10-12 year life
- 24/7 Product and Technical Support
- Built and tested to vigorous heavy truck OEM standards.

Over 100,000 Iteris LDW systems have been sold for commercial truck platforms in the U.S., Europe and Asia with an estimated over three billion miles traveled per year.

Iteris' LDW systems are available as both an OEM and aftermarket option and can be easily installed in within a few hours.

OEM Availability

The Iteris LDW system is also available as an OEM option that can be installed at Factory Modification centers for the following manufacturers:

- Freightliner (United States)
- MAN (Europe)
- Scania (Europe)
- FUSO (Japan)
- Neoplan Bus (Europe)
- Setra Bus (Europe)
- Mercedes (Europe)
- Iveco (Europe)
- DAF (Europe)
- Iris Bus (Europe)
- VanHool Bus (Europe)

Aftermarket Availability

The Iteris LDW system is available on all Class 8 trucks manufactured in North America by:

- Freightliner
- Western Star
- International
- Peterbilt
- Kenworth
- Mack
- Sterling
- Volvo

A Comprehensive Suite of Active Safety

Iteris offers a comprehensive suite of active safety driver assistance features that focus on increasing the safe operation of heavy trucks. These features also include Iteris' AutoVue Forward Collision and Blind Spot Warning systems, manufactured by Delphi; and the Iteris Safety Direct™, data collection system. The combination of these systems creates an overall best-in-class active safety package.

