
obsurver

<Achieving ‘True Safety’>

<00 Month 2021>

The Problem

- Today's consumer vehicles have an ever **increasing number of sensors linked to ADAS safety systems**
- Sensors, components and hardware are subject to **change over the vehicle's lifetime**
- ADAS operating below intended performance levels has a **widespread impact on road safety**
- This **effect increases significantly** towards the tail end of the life cycle

Fast identification of poorly performing systems would —

- Make **vehicles safer** for occupants
- **Eliminate costs** to society associated with the accidents
- **Maximise** fleet operational **efficiency** for commercial vehicles
- **Reduce accidents**, including fatalities and severe injuries
- **Improve risk management** for insurance industry
- **Improve reliability** and safety of autonomous systems

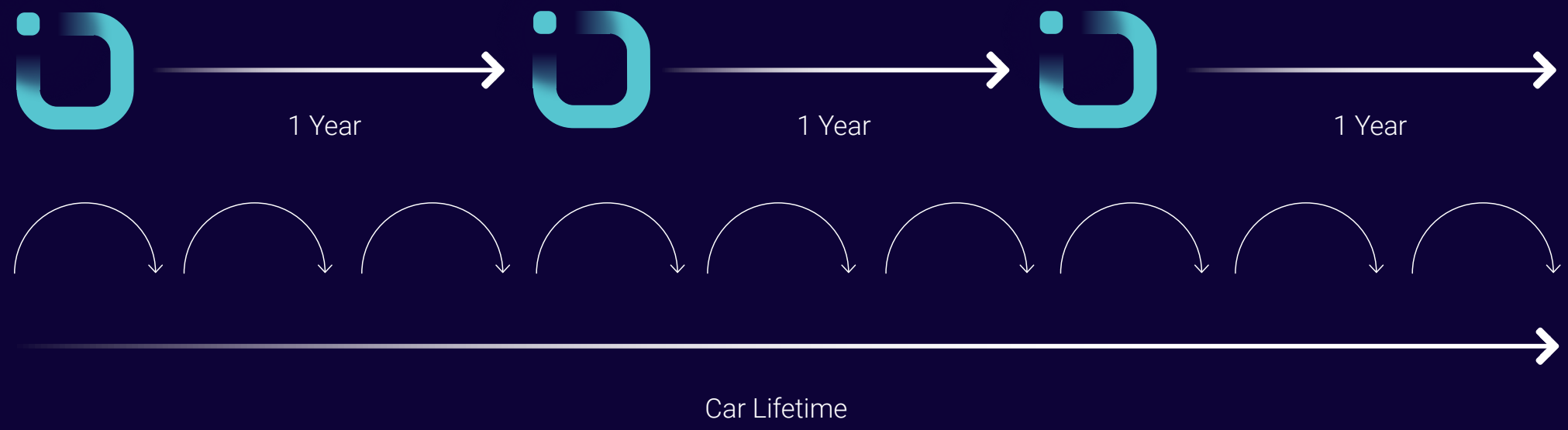
The obsurver principle

PATENT — APPROVED

Obsurver is an automotive safety protocol that ensures ADAS sensor systems are performing at the required level, and provides warning if they are not.

This consists of an end-to-end solution to link critical sensor performance parameters with the functional domain.

Workshop and Car inspection lifecycle



obsurver's patented 'true safety' approach can be implemented with both an on-the-fly monitoring approach, and workshop-based test protocol

Sell system IP and configuration to OEM customers – obsurver technology integrated into OEM system design provides continuous diagnostics of safety system performance.

- Contributes to OEM fleet safety and associated safety certifications e.g. NCAP
- Enhanced safety can be leveraged commercially with target market
- Integration of obsurver system into autonomous vehicle development

Periodic Technical Inspection

- Giving test centres the IP to leverage as a product to improve fleet safety
- Licence out methodology when ADAS performance tests become mandated as part of annual safety checks

Commercial Plan

01

Build strategic partnerships for full market access and awareness

02

Continue study to prove significance for safety and real world impact

03

Develop and refine technical solution to optimise for both routes to market

04

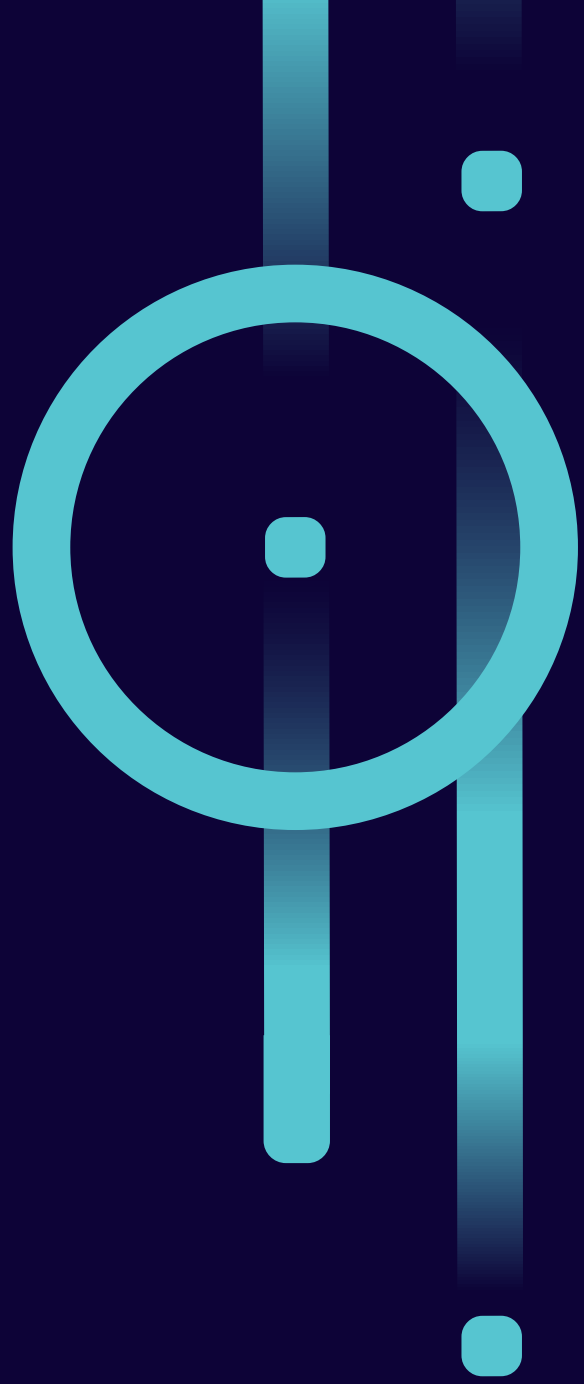
Be active in driving discussion & awareness in the technical community

05

Lobby for national-level mandated tests

Competitor analysis

- **No** direct competition
- **No** lifetime supervision functions in place
- **Unique opportunity** to bring this innovation to market



The obsurver team

Sven Fleck

- ADAS projects for leading OEM with several first to market features
- Worldwide recognize technical expert
- Key relationship into imaging community worldwide
- Advisor to leading ADAS conferences
- Vice-chair IEEE2020 automotive image quality and founding member
- Germany based

Benjamin May

- ADAS projects since 2004 for leading automotive companies worldwide
- Technical and business experience and responsibility with >20 successful serial projects
- Key relationship to ADAS players worldwide Advisor to leading ADAS conferences
- IEEE founding member
- Germany based

Rob Stead

- Media influencer in digital imaging sector since 2008
- Founder of AutoSens global engineering community
- Former Chair of IEEE Standards Association P2020 Working Group
- Writer and contributor to EE Times publications
- Entrepreneur and advisor to start ups and SMEs
- UK and Spain based

Gerhard Steininger

- Automotive E/E Architecture related projects since 2004 at major OEMs in Europe and Asia
- Worldwide recognized expert on Security and Regulation in Automotive E/E Technologies
- Responsible for global Model Based System
- Engineering (MBSE) Business at a leading IT Tool Vendor
- Successful implementations of E/E PLM Systems to large R&D organizations
- Germany based

Total Addressable Market

80M
Vehicles

80m vehicles on the road; 40m of these in North America and Europe

50%
With L2 Systems

Assuming **50% of these vehicles have L2 systems** over next 10 years

Market Size
€160M

Total size of market by 2031 - **€160,000,000**

Min Market Share
€40M

obsurver target min 25% **market share - €40,000,000**

Achievements so far

True Safety


obsurver

<Thank you for your time>

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