

Give your customers the power of superhuman driving

Imagine if vehicles could understand, predict and respond to human actions – the way a human driver instinctively brakes when a distracted pedestrian crosses the street, steers away from a teenager on an e-scooter or anticipates if a cyclist is at risk of causing an accident

Even the most careful drivers get distracted. What would that one “off” moment cost?

We're committed to preventing road accidents at Humanising Autonomy. That's why we work with some of the most innovative producers of advanced driver-assistance systems (ADAS) to create the next generation of industry-leading safety and efficiency solutions.

By combining customer-centric product design, creative engineering and a data set of one billion human behaviours, our computer-vision software integrates with aftermarket ADAS to track, detect and predict human intent from camera footage. With this contextual human data intelligence, we can enable you to provide drivers with accurate real-time alerts to help improve their driving decisions.

Respond swiftly to dangerous road situations and prevent accidents

With our technology, drivers receive real-time alerts for Blind Spot Monitoring and Forward Collision Warnings so they can respond quickly to accidents and other road risks. In addition to human behaviour prediction, our software can detect people from twice as far away as the industry average and increase the detection of bicycles and motorbikes by 171%, giving drivers extra precious seconds to respond.

Highly accurate alerts – and fewer false warnings

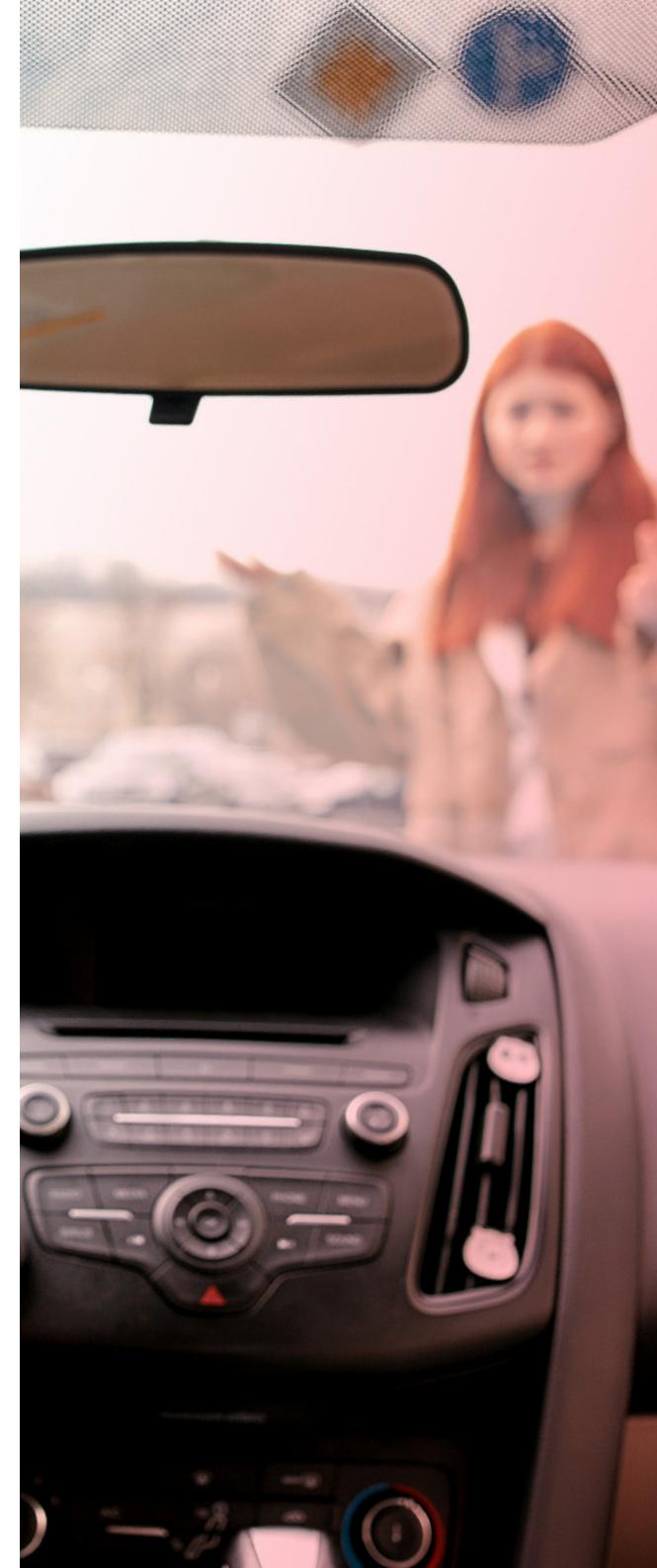
We combine behavioural psychology, statistical AI, novel deep learning algorithms and the world's largest proprietary dataset of human behaviours to understand, deduce and predict the full spectrum of human behaviours. This means we can deliver a higher amount of accurate alerts and reduce the number of false warnings, leading to fewer distracted drivers on the road.

Prove compliance, meet standards and protect reputational status

Many of our ADAS customers need to meet strict compliance with safety regulations including UN 151 and other responsibility, sensitivity and safety (RSS) requirements. That's why we've designed an ethical and understandable AI that combines black box and white box approaches to boost interpretability and transparency, so you can trust our data and insights.

Access powerful insight even on low-power and low-cost chips

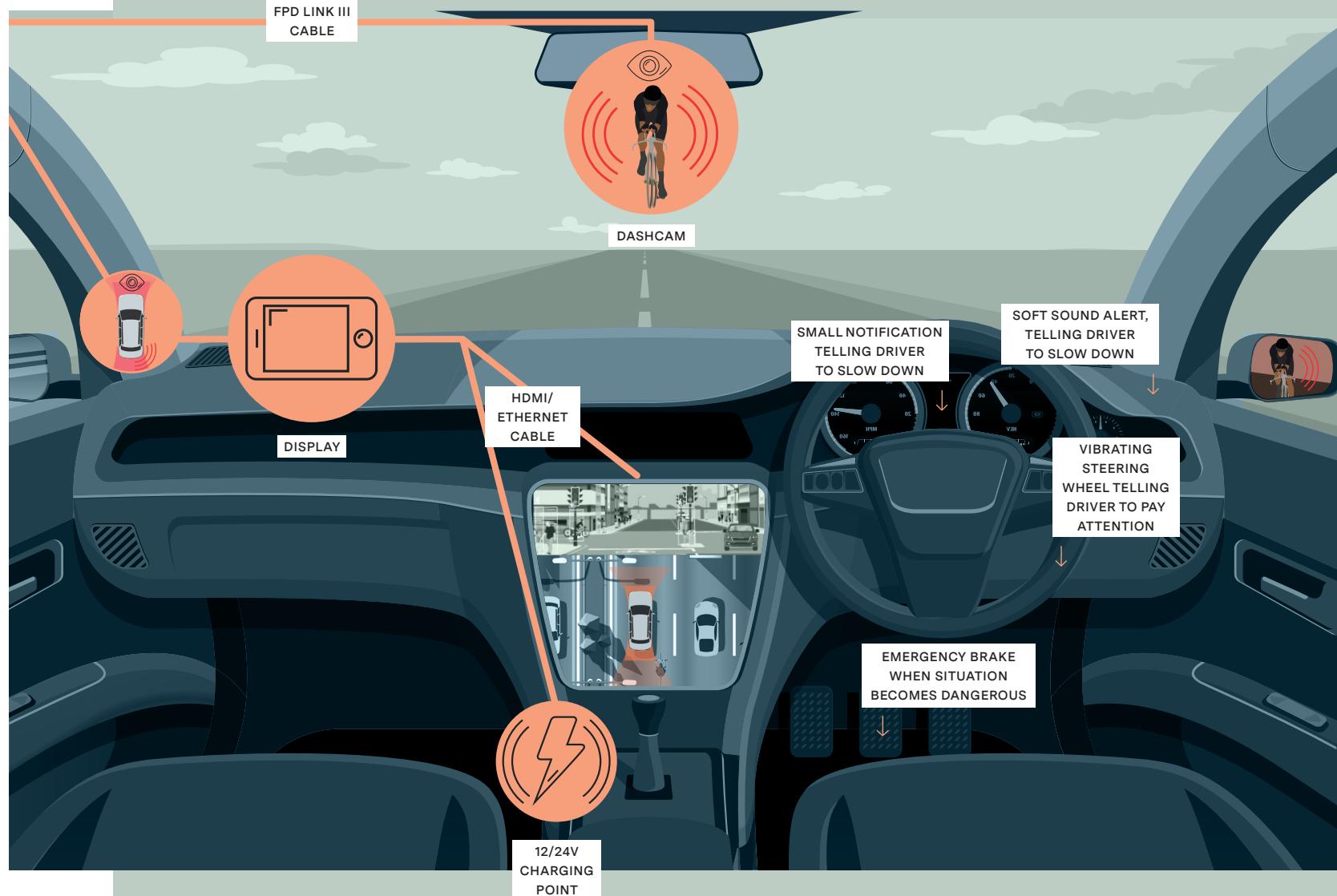
Our original technology was developed for fully autonomous vehicles, so it's able to capture, process and analyse accurate data at incredible speeds. We've taken that massive operation and made the resulting insight available even on some of the lowest-power silicone available. You'll get all of that value at a fraction of the cost.



Real-time alerts

Humanising Autonomy can extract a wealth of powerful intelligence from your camera footage to create useful and accurate real-time alerts

Use our software development kit to white-label your own system or co-develop next-generation ADAS with us to give your customers the highest level of security and comfort when driving your vehicles..



Get in touch with Humanising Autonomy today to find out more.

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We support
an incredible
range of
chipsets and
silicon:

COST / POWER		
Low	Medium	High
QC Snapdragon 4/5/6xx	QC Snapdragon 888	Ambarella CV2
QC QCS610	Ambarella CV22	Nvidia Jetson AGX
Ambarella CV28	Nvidia Jetson NX	Nvidia GeForce
Nvidia Jetson Nano		Nvidia Tesla

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- Number of cameras
 - Feature richness
(more detailed analysis
of each road user)
 - Accuracy
 - Performance
(eg frames per second)



Qualcomm



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Package options

Humanising Autonomy's ADAS solutions are perfect for those looking to improve drive and pedestrian safety, reduce false alerts and detect suspicious activity around your vehicle. All of our ADAS packages can be used to inform a telematics system for fleet management and driver training.

Contact us: info@humanisingautonomy.com / humanisingautonomy.com

* We do not track or trace identify individuals

Available packages

All packages enable the prevention of accidents with all vulnerable road users and vehicles with real-time updates.

Each include the following:

- Humanising Autonomy technology
 - HA Detector, including detection, classifications, and distances
 - HA Tracking*
- End-to-end standard project management
- Standard option for licence extension and volume discounts available

Select a package

- Parking and Sentry Mode
- Forward Collision Warning
- Blind Spot Monitoring
- Adaptive Cruise Control
- Automated Valet Parking

All ADAS packages feature a reduction in false alerts, and can be used to inform a telematics system, for fleet management and driver training.

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	Parking, Sentry, Security mode input	Forward Collision Warning input	Adaptive Cruise Control input	Blind Spot Monitoring input	Automated Valet Parking input	Public Transportation Passenger Behaviour
WHAT IT IS?	Detect whether a person or vehicle is causing a parking, sentry, security alert	Alert the driver of a potential forward collision, with higher accuracy and earlier than physics-based approaches	Improve the safety, speed, and smoothness of an adaptive cruise control system, by giving it better and earlier information about other road user behaviour	Provide more appropriate alerts to your drivers, by giving more accurate predictions, fewer false positives, and earlier warnings	Ensure better safety and higher speed of your automated valet parking system, with a better user experience	Inform public transport drivers of intended and accidental passenger behaviours for safer journeys and a better user experience
KEY TECHNOLOGY	<ul style="list-style-type: none"> • HA Detector • HA Tracking* 	<ul style="list-style-type: none"> • Behaviour prediction 	<ul style="list-style-type: none"> • Behaviour prediction 	<ul style="list-style-type: none"> • Behaviour prediction 	<ul style="list-style-type: none"> • Behaviour prediction 	<ul style="list-style-type: none"> • Behaviour prediction
KEY BENEFITS	<ul style="list-style-type: none"> • Reduce false alerts • Decrease data cost • Improve user experience 	<ul style="list-style-type: none"> • Reduce false alerts • Prevent accidents with all VRU's and vehicles • Earlier response to risky situations • Less harsh braking • Can be used for functional safety purposes 	<ul style="list-style-type: none"> • Higher speed average for automated driving • More responsive cruise control • More accurate and appropriate speed for events and arising situations • Can be used for functional safety purposes 	<ul style="list-style-type: none"> • Prevent accidents with all VRU's and vehicles • Earlier response to risky situations • Prevent emergency braking • Accelerates the journey to autonomous driving 	<ul style="list-style-type: none"> • Prevent accidents with all VRU's and vehicles whilst using automated parking • Earlier response to risky situations • Less harsh braking 	<ul style="list-style-type: none"> • Understand whether people are attempting to enter the vehicle • Prevent accidents with all VRU's and vehicles • More pleasant, safer boarding experience • Stop or alert a tele-operator for safety
SUMMARY	Enable more insight into suspicious activity around your vehicle	Prevent accidents with VRUs and vehicles by getting up to a 2-second warning	Enjoy a smoother ride with a cruise control that is adaptive and intuitively responsive to what's happening around the vehicle	Feel more confident driving with a blind spot monitoring system that can alert you up to 2-seconds before any incident	If there are no passengers, there is less waiting for valets, or vehicle owners due to disengagement of the system	Give drivers and automated systems a better understanding of what is happening with passengers looking to enter the vehicle, as well as what's happening inside

* We do not track or trace identify individuals

Combine any of these packages to be eligible for end-to-end premium project management and premium option for licence extensions and volume discounts.

Drive better, safer and more efficiently

Reduce accidents by enabling:

- Accident prevention with all VRUs and vehicles
- Faster responses to risky situations
- A smoother ride with less hard braking
- Fewer false positive alerts
- Accelerating the journey to autonomous
- Fewer false positive alerts
- Better understanding of passenger behaviour

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