

## **COMFORTDELGRO TAXIS LAUNCHES “SMART CAMERA” TRIAL**

18 August 2014 – ComfortDelGro Taxis is trialling a new in-vehicle smart camera that is capable of alerting cabbies to potentially dangerous road situations.

Known as “Mobileye”, the 38° wide angle smart camera will be installed on the front windshield of the taxi and works on algorithms that “read” different types of traffic signs while the vehicle is in motion. It then determines the risks associated with the surrounding traffic environment and provides real-time audio-visual warnings via a 49mm round-shaped display unit to drivers.

For example, the display unit detects that the taxi is travelling too close to another vehicle or a pedestrian. It will produce a beep sound and the “car icon” or “pedestrian icon” will immediately appear, thereby alerting the cabby to the immediate danger.

The Mobileye, which will work side by side with the first-generation in-vehicle camera which was installed last year, will be trialled in 30 ComfortDelGro taxis for the next six months. Mobileye, which is being used by a growing number of car manufacturers and logistics companies, retails at \$2,300 each.

Said Mr Yang Ban Seng, ComfortDelGro CEO (Taxi Business): “This device acts as another ‘eye’ for our cabbies, who spend a large part of their days and nights on the roads. Mobileye’s ability to alert our drivers of potentially risky road conditions will certainly help prevent accidents.”

A ComfortDelGro veteran cabby of 21 years, Cabby Pek Ban Choon, agreed. He said: “I believe this device will help me look out for dangers on the road. I will still need to be 100% aware of my surroundings but it is always good to have added help.”

**Background**

ComfortDelGro is one of the world's largest land transport companies with a total fleet size of more than 46,300 buses, taxis and rental vehicles. Headquartered in Singapore, the Group also has operations in China, the United Kingdom, Ireland, Australia, Vietnam and Malaysia. ComfortDelGro operates about 16,800 Comfort and CityCab taxis in Singapore.