

Ituran ADAS Integration and analysis



ADAS have the ability to prevent accidents in real time, but most are not designed to make use of real-time critical information once the threat is removed. Ituran's ADAS integration transforms information from moments before an accident could have occurred into measurable data that provides a clear image of driver behavior and gives business-critical insights.

Taking information generated by a standard ADAS and using proprietary algorithms, Ituran's ADAS integration creates clear, valuable insights that help improve vehicle usage, driver behavior, accident prevention and fuel consumption. By having access to information gathered over time, fleet managers are able to improve organizational driving practices and ease the assimilation of safety policies into the organizational culture. In turn, this reduces the occurrence of accidents and minimizes the risk of physical injury and vehicle damage, keeping drivers safe, fleet intact and cost at insurance and maintenance cost at normal levels.

ADAS integration saves information generated by the ADAS to Ituran's cloud server using a combination of Wi-Fi and Ituran Starlink tracker. The Ituran cloud platform enables real-time tracking and monitoring of ADAS usage as well as real-time indication via text/e-mail.

Highlights

1

Collects and analyzes information generated by an ADAS, transforming it into valuable, actionable data

2

Minimizes the occurrence of accidents, and the risk of physical injuries and vehicle damage

3

Helps keep fleet intact

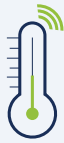
4

Optimizes insurance expenses and lowers maintenance cost



A full display of fleet performance by driver and vehicle taken from vehicle's ADAS system and reports that show safety and near-accident situations. Maps that give a complete picture of safety condition on the road, provide analytical tools to improve driving behavior and safety measures in the organization.

Additional Solutions



Reefer Monitoring



Fuel Management & Monitoring



Tracking & SVR



Vehicle Health



Fleet Management Software



Mobile Asset & Cargo Tracking



Location Based Triggers



Driver Behavior & Safety

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Founded in 1995, Ituran (NASDAQ: ITRN) is a global leader in telematics solutions and services for professional fleets, insurance companies, automotive companies, government institutions, companies from a range of verticals and private customers.

We offer a full suite of hardware, software and services which together provide an end-to-end solution to our clients.

With over two decades of experience in the telematics field, Ituran has over 3,000 employees serving over 1.8 million customers in 20 countries around the globe.

At Ituran, our customers are our biggest asset. We make sure to be at the forefront of technology and to develop innovative solutions to answer any challenge our customers face.