

# DENSO's Zero Vision

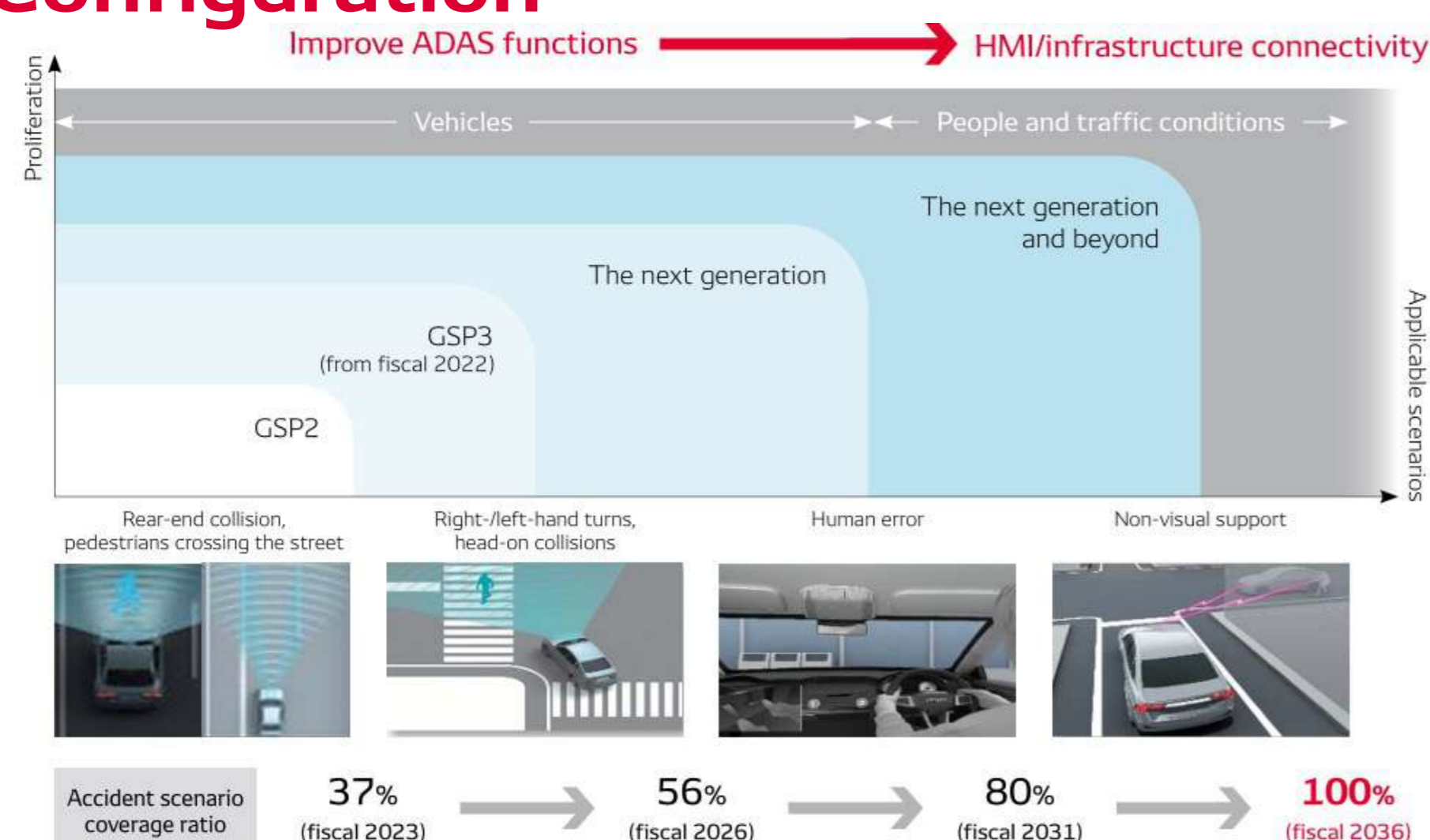
Time Is Of The Essence: Two Pronged Action

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Content

## Highlights

- DENSO aims to be a central part of making transportation safe. DENSO is developing technology for automated driving (AD) and advanced driver assist systems (ADAS) to minimize and eventually eliminate crashes altogether.
- Though, DENSO understands that realizing this future may take time. Which is why we are taking steps, today, to improve emergency response. Roughly 2k deaths per year (~13%) might be prevented if response times were reduced by 7-10 minutes.
- Saving time, saves lives on the path to achieving zero fatalities.

## Configuration



- DENSO's is continuously improving our ADAS functionality to cover a greater percentage of total accident scenarios.
- DENSO hardware solutions (LiDAR, radar, camera) are capable of the high-performance sensing.
- DENSO is also rapidly building internal software development capability to update AD/ADAS systems.
- One example is our on-going improvement of human behavior prediction to warn drivers of potentially dangerous situations – with vehicles or pedestrians – before they occur.
- DENSO will offer intelligence that aids respondents in understanding:
  - precise location + collision severity
  - number of people involved
  - approach optimization (route + angle/positioning)
  - scene condition prediction
  - planned action for departing crash scene
  - en-route guidance on actions
- DENSO will blend vehicle + infrastructure data to improve coordination among responders (eg: ambulance, fire, police).
- Secondary crash prevention and overall transportation network utilization improvement.

## Result

- DENSO is committed to reducing fatal collisions. We also recognize acting now can have a positive impact by offering accurate information to aid emergency response in saving critical time when it matters most.
- DENSO's solutions will reduce loss of life as we simultaneously move forward on the pathway to a zero collision future.