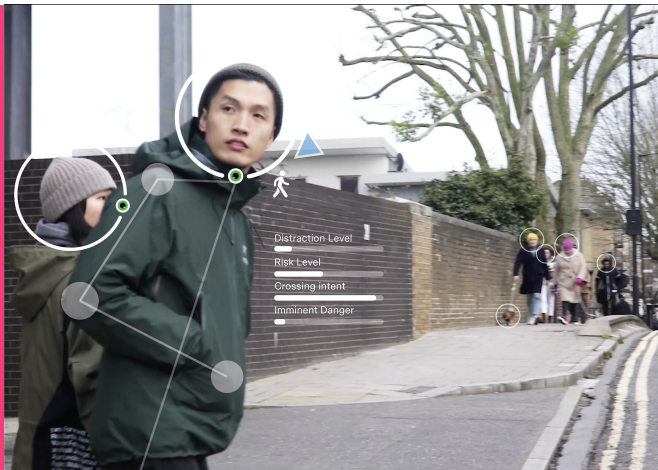


# PREDICTIVE AI FOR URBAN MOBILITY

HUMANISING  
AUTONOMY



## BENEFITS



We enable safer roads by preventing accidents and near misses.

We make journeys faster & more efficient with precise decision making.

We prevent hard braking events for a smoother customer experience.

We're ethical and never identify, track or trace with our camera analysis.

## APPROACH

Using a combination of behavioural psychology, statistical AI and novel deep learning algorithms, our predictive AI engine extracts observable and inferable behaviours of pedestrians, cyclists, e-scooter users, wheelchair users, and other vulnerable road users from video data to analyse and output behaviour intent predictions in real-time. to inform city planning, public transport re-routing, or policy decisions.

## PRODUCTS

*HxEdge*: solution for multiple low-power platform integration with devices, systems, vehicles, and machines for Advanced Driver Assistance Systems (ADAS), Aftermarket ADAS, Autonomous Vehicles, construction, manufacturing, and robotics

*HxCloud*: large-scale video data analysis for smart city, infrastructure, fleet operators, manufacturing, robotics, and insurance, displayed in customisable and automated dashboard to identify trends

## COMPETITIVE ADVANTAGE

Hardware and processor agnostic, customisable outputs, trained with largest collected dataset of vulnerable road user behaviours, multi-market, multi-disciplinary, and ethically sound.

## DATA PRIVACY

Intentionally transparent AI system, with no collection of names, contact information, or identification of road users. All footage is automatically anonymised



AIRBUS

DAIMLER



Humanising Autonomy is a predictive AI company creating the global standard to improve the synergy between people and machines in any environment.

Our intent prediction platform extracts inferable behaviours from video data using behavioural psychology, statistical AI and novel deep learning algorithms.

