



onsemi and Ride Vision Collaborate to Offer Advanced Safety Solutions for Motorcyclists

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First-to-market lifesaving Ride Vision is a game changer for two- and three-wheeled vehicles

PHOENIX--(BUSINESS WIRE)--Oct. 25, 2022-- **onsemi** (Nasdaq: ON), a leader in intelligent power and sensing technologies, today announced its collaboration with Israel-based [Ride Vision](#) on the development of advanced safety solutions for motorcyclists. Ride Vision's industry-leading Collision Avoidance Technology™ (CAT) for motorcycles uses machine-vision with artificial intelligence (AI) and works based on high-dynamic range data captured by [AR0147AT](#) automotive-grade image sensors from onsemi. CAT provides riders with timely warnings about impending dangers on the road, avoiding a high percentage of accidents and helping save lives.

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onsemi and Ride Vision's advanced safety solution easily attaches to motorcycles and provide alerts for blindspots, potential collisions and more. (Photo: Business Wire)

three-wheeled vehicles to provide riders with 360-degree unobtrusive collision alerts in real time.

"We are excited about what this collaboration will do for the safety of all riders on the road," said Uri Lavi, CEO and co-founder of Ride Vision. "By combining onsemi's high-dynamic range sensor family with our own technology, we can offer motorcyclists the highest levels of safety."

Modern advanced driver assistance systems (ADAS) have been in vehicles for decades and various regulation bodies around the world have passed regulations enforcing the use of safety-orientated technologies aimed at reducing fatalities for car drivers. However, these rules are not enforced for motorcycles users, who suffer more fatalities each year than motorists.

"Motorcycles and riders share the same traffic and weather conditions with other motorists, but they have not yet been able to use the same level of safety mechanisms for protection," said Chris Adams, vice president and general manager, Automotive Sensing Division at onsemi. "Our work with Ride Vision on this advanced safety solution changes that by providing motorcycles the same high-performance, high-dynamic range image sensors used in passenger cars. Keeping all road users safe is the most important thing to ultimately achieve [Vision Zero](#)."

Ride Vision users can customize the level of alerts they want to receive in a personal app and benefit from accessing three-hour continuous-loop videos of all their rides, which can be used for both insurance and leisure purposes. Ride Vision is currently the only commercial Advanced Rider Assistance System (ARAS) designed for two- and three-wheeled vehicles and is already making waves in selected markets across the world including in Israel, Australia, Germany, Switzerland, Austria and soon, the U.S.

The AR0147AT is part of onsemi's Hayabusa sensor family that features scalable resolution and high-dynamic range with LED flicker mitigation (LFM) and is in volume production. Contact onsemi's [sales representatives](#) for more information.

About onsemi

onsemi (Nasdaq: ON) is driving disruptive innovations to help build a better future. With a focus on automotive and industrial end-markets, the company is accelerating change in megatrends such as vehicle electrification and safety, sustainable energy grids, industrial automation, and 5G and cloud infrastructure. **onsemi** offers a highly differentiated and innovative product portfolio, delivering intelligent power and sensing technologies that solve the world's most complex challenges and leads the way to creating a safer, cleaner, and smarter world. **onsemi** is recognized as a Fortune 500® company and included in the S&P 500® index. Learn more about **onsemi** at www.onsemi.com.

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