

# PRESS RELEASE

## JLR Head of Automated Driving HMI Joins Israeli ADAS Startup As CEO ADAM's Safety Platform To Deliver ADAS 2.0

- Carl Pickering to lead effort to revolutionize ADAS safety
- ADAM first to add cognition to traditional Driver Monitoring Systems
- Tests indicate ADAM improves driver attention and response time by up to 60%
- ADAM does not require infrastructure and will work with existing vehicles

**(Tel Aviv, Israel) - December 20th, 2018** - Carl Pickering, former Global Lead of Jaguar Land Rover Automated Driving HMI and Head of Research and Technology Strategy, has joined Israeli ADAS Startup ADAM as CEO.

“L4 vehicles won’t see ubiquity for decades,” says Pickering. “Approximately 1.3 million people are killed each year in car crashes. Morally, we cannot wait for L4 to save us. If 90% of car crashes are due to human error, then ADAS must evolve to solve the problem as soon as possible. ADAM is the answer.”

ADAM, which stands for *Adaptive Driver Attention Management*, is more than a traditional DMS integrated into an ADAS suite. ADAM is the first platform to add *Cognition Layer* to ADAS/DMS, leveraging human cognition and AI to transform Human-Machine Interaction into Human-Machine *Cooperation*.

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“ADAS *may* respond to driver errors,” says Pickering, “but ADAM helps prevent them. ADAM does what traditional ADAS doesn’t, actively improving situational awareness to help drivers make better decisions before it’s too late.”

ADAM also optimizes cooperation between drivers and vehicles with higher levels of automation, directly addressing the challenge of transitions/handovers.

“We call it *Co-Braining*,” says Pickering. “ADAM resolves the increasingly dangerous disconnect between the human brain and semi-automation. ‘*Mind off, machine on*’ doesn’t work with conditional and partial automation. Co-braining synergistically manages the relationship between the human and machine brain, improving safety *and* well-being.”

Early lab-based simulator experiments show significant improvements in both driver response times and situational awareness. Tests indicate ADAM improves driver attention and response time by up to 60%. Based on 15 years of research in the fields of cognition, ADAM’s team of experts has designed a system that does not require infrastructure and will work in existing vehicles. The first public concept will be shown in early 2019.

### **About ADAM CogTec**

ADAM CogTec is a technology company established by automotive and human cognition experts to radically improve driver safety and accelerate human-machine collaboration.

For more information visit [adam-cogtec.com](http://adam-cogtec.com)

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