

News Release

September 14, 2016

Pioneer Introduces Multi-Drive Assist Unit with Advanced Driving Assistance Functions in Japan

Pioneer introduces the Multi-Drive Assist Unit (hereafter, “MA Unit”) with Advanced Driving Assistance Functions^{※1} in Japan, late September.

The MA Unit is equipped with a variety of advanced driving assistance functions that alert and warn a driver with the use of sound and images, making use of a front-mounted camera and unique image recognition technologies, e.g., when the distance between cars is insufficient. Among these functions, “Following Start Detection During Right Turn,” which works with our accumulated data on near-miss spots^{※2}, alerts and warns a driver who has stopped at a right-turn intersection when starting off after the car in front. Pioneer developed this system using “driver actions during a right turn” and “effective timing for alerts and warnings”, which were studied in the Development and Verification for Next Generation Technology of Advanced Driver Assistance Systems by the Ministry of Economy, Trade and Industry as a reference.

Pioneer develops and provides in-car devices with a variety of safe driving support functions for the approximately 80 million cars estimated to be currently registered in Japan and new cars, contributing to both cars’ reliability and safety, and comfortable driving.

※1: MA Unit must be connected to *CYBER NAVI* (2016 model) <http://pioneer.jp/en/news/press/2016/pdf/0510-2.pdf>.

※2: Accumulated data on locations where drivers have hit the brakes by analyzing data on driving histories, etc. collected from an in-car device.

■Multi-Drive Assist Unit「ND-MA1」 : Open price
<http://pioneer.jp/en/news/press/2016/pdf/0510-1.pdf>

