

# News Release

*For Immediate Release*  
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Pioneer and Arm Treasure Data Reached an Agreement for Co-Development of Data Analysis/Behavior and Accident Risk Prediction Models Based on AI Technology in Mobility

Pioneer Corporation has agreed to jointly develop data analysis/behavior and accident risk prediction models with Arm Treasure Data, the data management business unit of Arm Limited (Headquarters: Cambridge, U.K.), based on artificial intelligence (“AI”) technology.

Mitigating traffic accidents is a critical global issue leading public attention to be drawn towards mobility reforms and next-generation transportation. In the joint development, Pioneer and Arm Treasure Data will conduct behavior/accident risk prediction models based on Pioneer’s *Intelligent Pilot*, its ADAS solution for vehicles on the road, to reduce traffic accidents by combining the two companies’ technologies. The prediction models include Pioneer’s digital map data analysis technology and Arm Treasure Data’s customer data platform construction, analysis and expertise.

Through this collaboration, both companies will help reduce traffic accidents of all vehicles including motorcycles.

**【Each role in the joint development】**

○Pioneer

Based on *Intelligent Pilot*, collecting mobility data, constructing analysis/prediction models using digital map data, and implementing such data and analysis into a platform

○Arm Treasure Data

Building the mobility data collection, designing analysis algorithms using collected data, and supporting predictive model construction with Arm Treasure Data enterprise customer data platform

**【Background of the joint development】**

1.35 million people were killed globally in 2016 by traffic accidents. More than half of the victims were vulnerable road users such as pedestrians, bicyclists, and motorcyclists\*. Under this situation, the joint project aims to reduce traffic accidents across the entire spectrum of mobility, and not simply automobiles.

**【Pioneer’s dedication to preventing traffic accidents】**

To prevent traffic accidents and ensure the safety of car driving, Pioneer has been offering an ADAS solution called *Intelligent Pilot* for vehicles on the road since April 2017. This is a driving assistance solution which aims to support safer driving through the use of its digital map-based accident risk prediction platform and connected IoT devices, and incorporates the *YOUR SCORING*, AI scoring feature that diagnoses potential risks for each driver.

**【Arm Treasure Data 's approach to data collection/analysis】**

Arm Treasure Data provides the cloud-based analytical platform for managing customer data and IoT data. The platform integrates the data end-to-end in a seamless data pipeline with an easily accessible interface. It facilitates collection, analysis and use of data including data querying, data enriching, and the conversion of complicated processes into workflows.

\*Source: World Health Organization (WHO); The global status report on road safety 2018