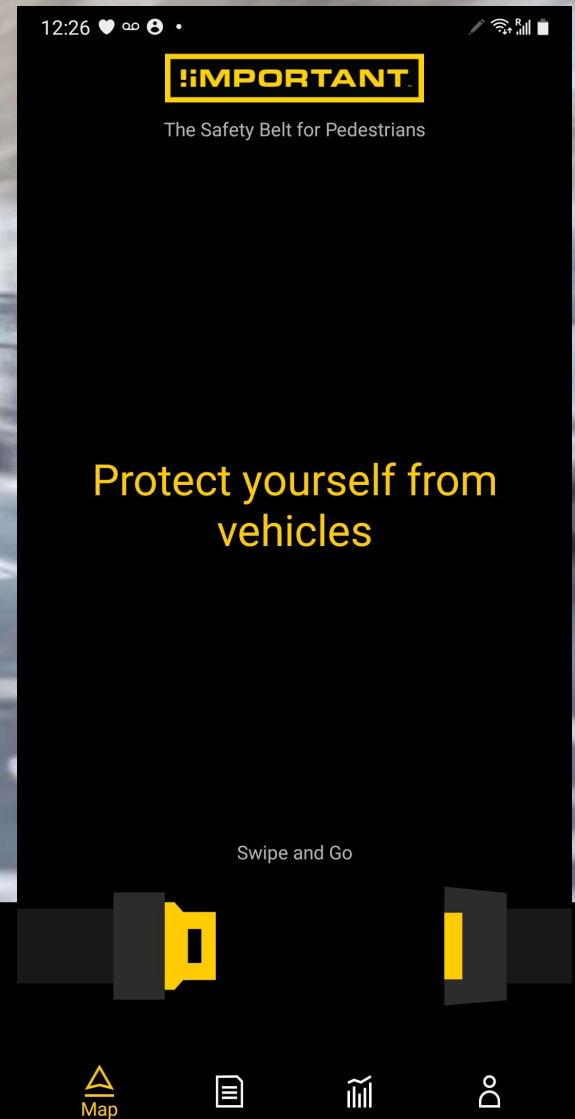


## Protecting the Vulnerable Road User Automotive Safety Council, March 2022



# !important Overview

**!IMPORTANT**



Main office in **Ann Arbor**  
Presence in Berkeley,  
Washington and  
Montreal (Canada)



**Hannah Osborn**  
**CEO**  
20+ Years in  
Automotive Safety  
Ann Arbor, MI USA



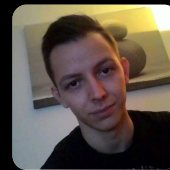
**Bastien Beauchamp**  
**Chairman of Board**  
Inventor, 25+ Years as  
Business Owner  
Montreal, Canada



**Mikael Girard**  
**CTO**  
20+ Years as Electrical  
& Software Engineer  
Montreal, Canada



**Romain Delhaye**  
**CPO**  
5+ Years as Electrical Engineer  
in Aeronautics & Automotive  
Montreal, Canada



**Benjmin Gervn**  
**Sr. Developer**  
5+ Years in  
Automotive Software  
Budapest, Hungary



**Fanie Tanguay**  
**Manager**  
20+ Years as  
Business Manager  
Montreal, Canada



**Uri Schonfeld**  
**CAIO**  
AI Lecturer at UC Berkeley  
25+ Years as Software Developer  
Berkeley, CA USA



**Henry Lo**  
**Program Manager**  
10+ Years as Engineer in  
Automotive Safety  
London, UK

# Time is of the Essence

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**!!IMPORTANT!!**



**After all, they are the  
only thing that  
matters**

# Safety is Flawed

**!IMPORTANT**

**Vulnerable Road Users fatalities problem is getting worse and remains unaddressed**

## ➤ Pedestrians / Cyclists are Not Safe

**675k+** deaths annually, **50%** of total road deaths – WHO 2018

## ➤ Infrastructure Based Approaches are Failing

**75%** fatalities happen on open roads (not intersections) – NHTSA 2019

## ➤ And it's Getting Worse

**+51%** US pedestrian fatalities in the last decade – US DOT 2019

## ➤ In-Vehicle Sensors are Inefficient

**65%** are due to poor visibility or pedestrian behavior – !important 2020

# A Stronger Safety Solution is Demanded

**!!IMPORTANT!!**

**Pedestrian Automatic Emergency Braking**  
systems are getting more and more attention

## ➤ PAEB Effectiveness is Limited

**AAA and IIHS** warn PAEB systems are ineffective at night – AAA 2019<sup>(1)</sup>, IIHS 2022<sup>(2)</sup>

## ➤ Customer Demand Grows Fast

**25.6%** PAEB adoption rate in 2018 vs 14.9% in 2017 – NHTSA<sup>(3)</sup>

## ➤ Regulatory Pressure Increases

**1.2T** Infrastructure and Jobs Act has been adopted (HR36-84)

## ➤ New Tests are Considering VRUs

**NHTSA, NCAP and IIHS** are all proposing new safety tests for VRUs in 2022

# Independent Testing at ACM

**!IMPORTANT**

## Demonstration of the Braking System

!important successfully passes independent testing, with most challenging test scenario (nighttime, occluded view, child mannequin)



<https://www.youtube.com/watch?v=JR26E04sHA8>

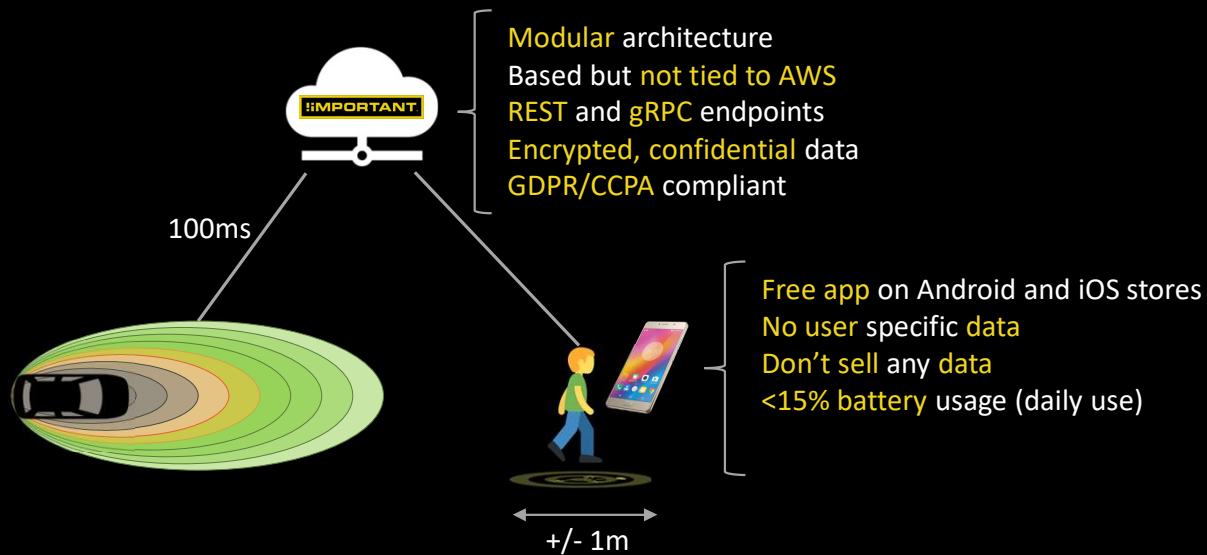
## Demonstration of the Alert System

!important's mobile app-based safety system alerts pedestrians, cyclists and motorcyclists of upcoming risks



[https://www.youtube.com/watch?v=Ea\\_Hmlm9ECc](https://www.youtube.com/watch?v=Ea_Hmlm9ECc)

# System Performance



**i!IMPORTANT**

## Android Auto App

Offers collision alerts  
Displays surrounding VRUs  
Offers navigation



## Android and iOS SDK

Integrate our alerts in any app  
Customizable  
Easy to use

## Professional App

Offers collision alerts  
Displays surrounding VRUs  
Suited for fleets (buses etc.)



# !important Brings the Next Level of Safety

!important



Traditional sensors challenges:

- Obstructed scenarios
- Bad weather
- Low light condition
- High vehicular speeds



!important

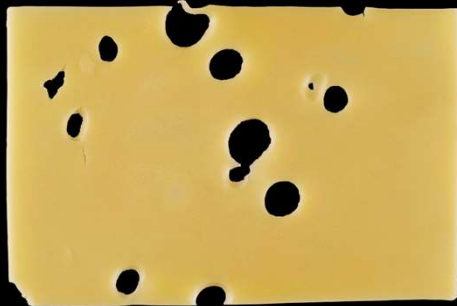
!important sensor challenges:

- Adoption (increasing)
- Localization

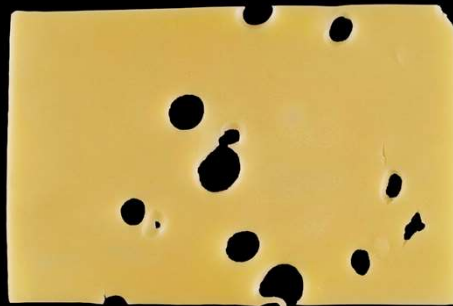


!important

Combined in sensor fusion, !important works with the current sensors to bring a all new level of safety



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# Current Projects

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!!IMPORTANT!!

## Pipeline of 500k users Discussion with OEMs and Tier 1 suppliers

### ✓ Pilot Project 1: May Mobility

The 4 autonomous shuttles all have our professional app running and logo displaying.  
Ongoing discussions with local companies to integrate our SDK in their and gain users.

### ✓ Pilot Project 2: University Nevada Reno and Regional Transportation Commission Washoe

Pilot Project involving city buses.  
Final testing phase. Pilot is expected to launch by May 2022.

### ✓ Foresight Augmented Reality

Collaboration for the US DOT's Inclusive Design Competition.  
Prioritized integration of our technology (SDK).

### ✓ Nexyad

Integration of our technology in DREAMOTOR1, a novel demo vehicle. ECD Q2 2022.  
Vehicle is showcasing in various events in Europe with our technology and logo.

# Call To Action

**!!IMPORTANT!!**

Protect yourself

Download the app



Call for  
projects/partnerships

Series A investment  
round- reach out if  
interested in investing

[www.important.com](http://www.important.com)

# Contacts

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**!IMPORTANT**

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Ann Arbor, MI USA 48104

***We are all important***



# We are all important.

In an autonomous world,  
we are the safety belt for  
pedestrians.

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**!important**



The safety belt for pedestrians

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