



Company Profile

Intelligent Smart Ideas Is standing
on the cutting edge of technology
in ***fighting road accidents in urban areas.***

Intelligent Smart Ideas seeks smart solutions
that will cover road users **daily mistakes.**



iSafeCross

Your "guardian angel" in the crosswalk!

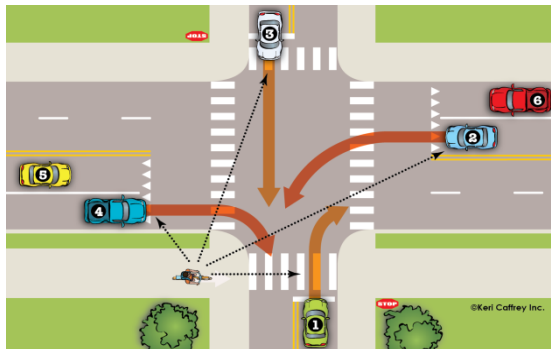
- ✓ Identifies hazardous situations around crosswalks **in advance**
- ✓ Creates local **audible and visual alerts**
- ✓ Sends **V2X notifications** to adjacent **smart-cars** and **smart infrastructure** backbone.
- ✓ **Saves lives** and reduces the heavy fiscal burden of accidents!



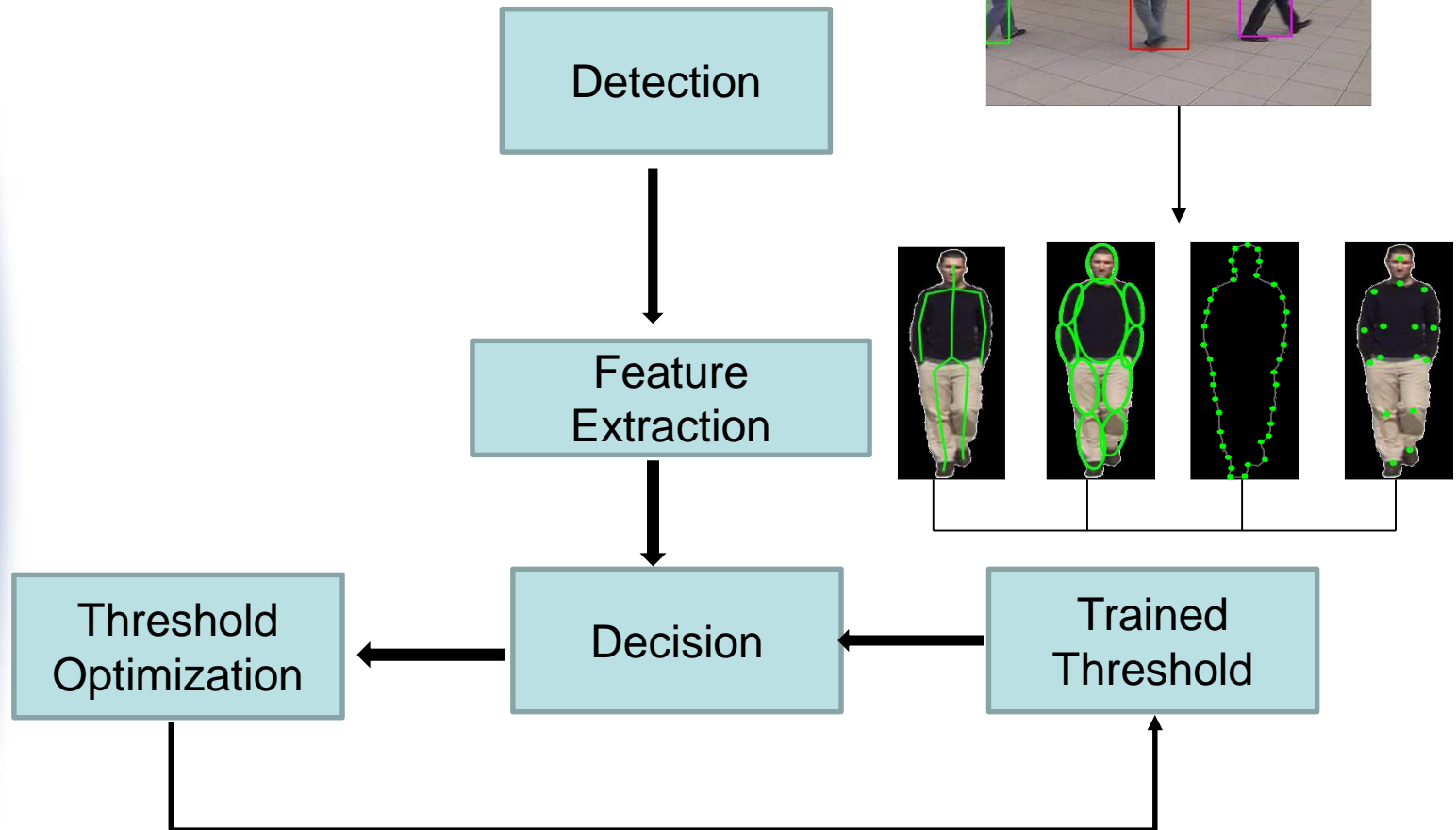
The *iSafeCross* system



- **Imaging device** for the crosswalk surrounding
- A **software system** with that enable the **identification of hazardous situations** in advance.
- A **control-communication module** that triggers and distributes **Smart City** Notifications **V2X** alerts.
- **Pedestrian** Safety local alerts - audible and visible alarms

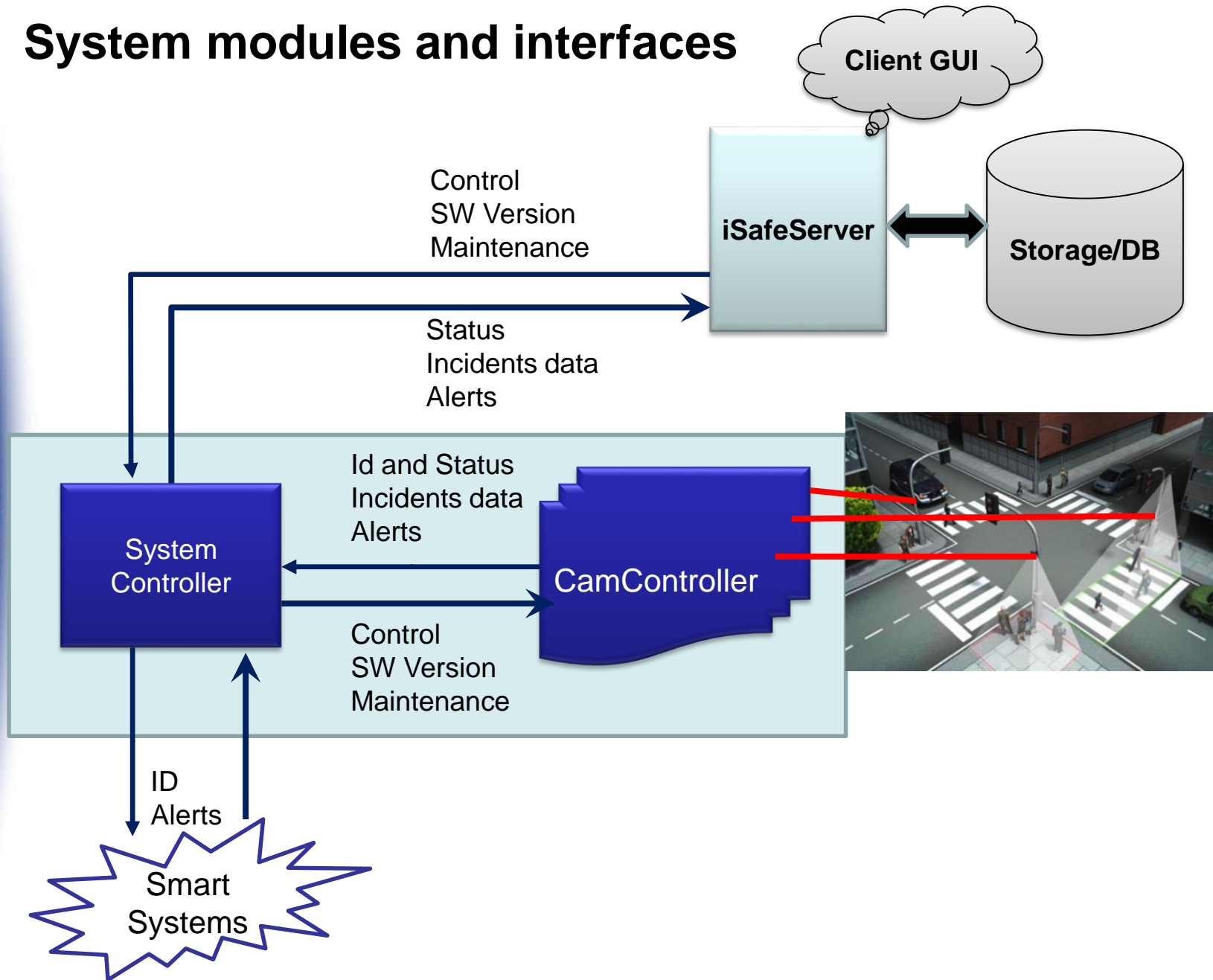


How it's done ?



- The Camera algorithms are adaptive, predictive, and decisive.
- Decision is made in real time!
- Machine learning is used to improve the system's behavior based on the external information

System modules and interfaces



Business model

The typical customer is a municipality. Central government usually supports the local governments

The Company has two lines of income:

- Direct sales
- Maintenance

Sales prediction:

1. 1st year – 100-150 systems.
2. 2nd year – 300-400 systems.
3. 3rd year and on – 500 - 1000 systems per year.

Added Value

- **Smart Cities Contact and Information point** on the ground.
- **Bridging the commercial world into the smart infrastructure communication world**
- **Law enforcement interface – parking violations and traffic violations**
- **etc.**

