

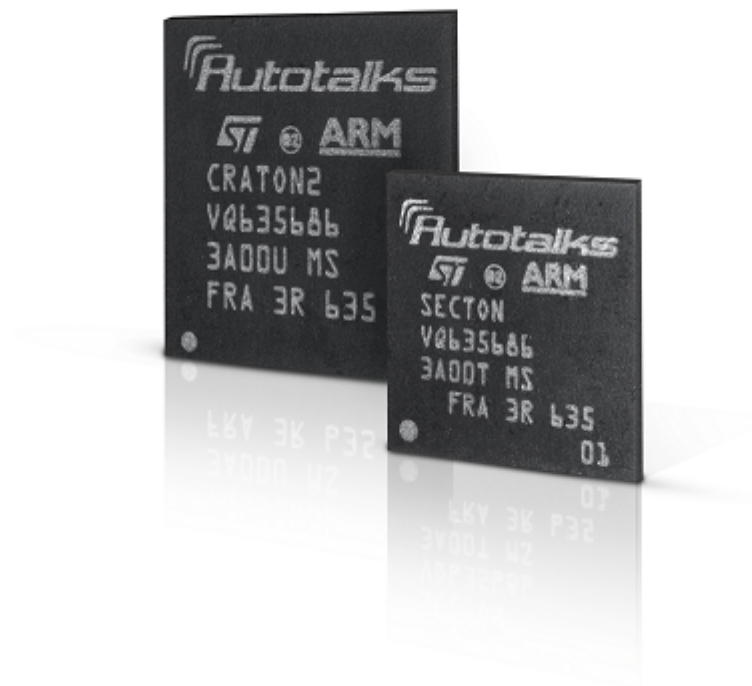


## Motorcycle (and car) safety improved by latest communication chipsets

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Autotalks joins the Connected Motorcycle Consortium to minimise motorcycle accidents...

Autotalks (<http://www.auto-talks.com/>), claimed to be the global leader in V2X (Vehicle to Everything) communication chipsets, has joined the Connected Motorcycle Consortium (CMC). Autotalks will work with other CMC members to help realise the vision of a uniform



motorcycle platform for V2M (Vehicle-to-Motorcycle) communication. Specifically, Autotalks and other CMC members will work together to enhance Cooperative-Intelligent Transportation Systems (C-ITS) applications in motorcycles in a way that will help minimise motorcycle accidents.

The Connected Motorcycle Consortium (CMC) is a collaboration between manufacturers, suppliers, researchers and associations to make motorcycles part of the future of connected mobility. The founding members of CMC include BMW Motorrad, Honda and Yamaha, and other member motorcycle manufacturers include Ducati, Kawasaki, KTM and Suzuki.

Autotalks' V2M solution, launched in June 2017, is based on a second generation V2X chipset developed by the company, which allows motorcyclists and other drivers to receive alerts on life threatening situations in order to avoid road accidents. By joining CMC, Autotalks becomes part of an industry-wide effort to have motorcycles be a part of the C-ITS conversation which will significantly contribute to their safety on the road.

Autotalks' V2M solution enables detection of motorcycles that are not visible to the human eye, cameras or any other sensors. The advantages of the Autotalks' solution include, among other things, simple integration, low power consumption, the smallest form factor, highest range of operating temperature and smallest physical size, which results in its resistance to the strong vibration and challenging environmental conditions of residing on a motorcycle.

According to World Health Organization data from 2015, 23% out of 1.25 million traffic fatalities was a motorcycle rider. A 2013 study conducted by the US National Highway Traffic Safety Administration (NHTSA) indicated that motorcyclists have a 26-fold higher risk of death than those who drive other vehicles.

Hagai Zyss, Autotalks' CEO, said: "As an early innovator in motorcycle to vehicle communication, Autotalks is excited to be part of CMC and help set an interoperable, unified and practical framework for connected motorcycles which starts with safety. Together, we'll work to save the lives of the most vulnerable road users. According to studies, V2M communication will reduce road accidents by 80%."



Zyss continued: “Motorcycles have higher chances of being involved in a car crash which is highly likely to end up in a fatality. Studies show that in approximately one third of motorcycle accidents the motorbike is not visible to the car driver. This is one of the reasons why motorcycles are at a greater risk to end up in a crash. Autotalks is committed to minimising motorcycle accidents until there will be zero accidents on our roadways.”

Hennes Fischer, Chairman of CMC communication activities and Senior Advisor to Yamaha Motor Europe, said: “CMC is looking forward to Autotalks’ contribution to the consortium in defining a future motorcycle communication system. As a pioneer in vehicle communication, Autotalks will add knowledge and experience and will bring CMC closer to its goal of making motorcycling safer.”

## About Autotalks

Autotalks ([www.auto-talks.com](http://www.auto-talks.com)), founded in 2008, is a V2X chipset market pioneer and leader, providing customers with state-of-the-art V2X solutions. Autotalks helps reduce collisions on roadways and improve mobility with its automotive qualified chipsets. The chipsets offer the most advanced, truly secure and highest performing V2X communication solution architected for autonomous vehicles. Autotalks’ advanced technology, to be mass-deployed by 2019, complements the information coming from other sensors, specifically in non-line-of-sight scenarios, rough weather or poor lighting conditions. It significantly improves overall road safety, effectively coordinating vehicles, self-driving cars, motorcyclists and pedestrians. The chipsets exceed all requirements specified by the USDOT’s V2V notice of specified rulemaking (NPRM).

To learn more about CMC, please visit <http://www.cmc-info.net/>.

This video shows how the system operates:

<https://www.youtube.com/watch?v=S4n-t5-SJyI&t=5s>



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