

Tactile Mobility Launches Tactile Sensing and Data Analytics Gets the “Feel” of & for Superior Driving with \$9 Million Raised

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Tactile Mobility, the leading tactile data company for the transportation industry, has officially launched its tactile sensing and data analytics platform.

Ninety-five percent of data currently used by smart and autonomous vehicles is visual. However, for them to mimic and even surpass human driving capabilities, these vehicles must, like human drivers, not only see the road but also "feel" it.

Tactile Mobility is pioneering the tactile sensing space with its unique software which collects "first order" data using a vehicle's built in, non-visual sensors including wheel speed, wheel angle, RPM, paddles position, gear position, and then analyze it to yield actionable insights in real-time.

How it Works:

These actionable insights, are subsequently fed back to the vehicle's on-board computers, where it is used to make better driving decisions. Concurrently, the data collected is anonymized and uploaded from the vehicles to the cloud, where big data analysis is applied to create crowd-sourced mapping that is critical for enabling an accurate, continually updated overview of road conditions

Mapping Services

Tactile Mobility's mapping service has been launched by the city of Haifa and the company has already collected over ten million kilometers of road data across four continents with plans to roll out in several other cities in the coming months.

"This missing tactile sense is a major hurdle in the development of advanced and autonomous vehicles and a significant limitation when it comes to mapping road condition data that has been ignored until now.



OEMs are becoming Customers:

In addition, the company has signed paid Proof of Concepts (POCs) with five major OEMs , one of which is Ford. Two Request for Proposals (RFPs) were also signed with major European OEMs.

Tactile Mobility is currently working with six OEMs, one of which is Ford, and is being courted by multiple Tier-1s and a municipality. We're mainly in touch with OEM and Tier-one executives that are responsible for scouting and partnering with mobility companies.

Getting the “Feel” of the Vehicle:

"When you drive you can feel the tires as they slip on ice, or sense the engine is having trouble despite it not registering with your car's vision-based electronic systems," said Amit Nisenbaum, CEO of Tactile Mobility.

What about Tactile Mobility:

Tactile Mobility is the world's leading tactile sensing technology and data provider, enabling actionable insights for autonomous vehicles, municipalities, insurers and fleet managers.

Tactile Mobility's unique technology collects "first principle", crucial, real-time data generated from cars' sensors and turns it into actionable insights such as road quality, tire grip, vehicle weight and other vehicle- and road-specific models. Insights provided by Tactile Mobility greatly enhance vehicle intelligence and the ride safety, efficiency and experience. The company is based in Haifa, Israel.

Here is their URL: <https://tactilemobility.com/>

More about Tactile Mobility Partners on Page 3



Who are Tactile Mobility Partners:

1. They're partnered with major OEMs including Ford and they have paid POCs when most companies have unpaid POCs early on.
2. They are the only company to provide tactile data, which in itself is valuable and can also create value when paired with visual data.
3. Their founder is a well-known professor at the Technion, which is the "MIT of the Middle East" and many of their employees are former top students there.

Tactile Mobility's Unique Product Offering:

The next-generation LIDAR sensing will the AV driving experience. However, while it is a vital part of our autonomous driving future, it is making incremental gains and lacks the ability to give the larger picture. When LIDAR is coupled with tactile sensing however, a big leap forward in capabilities occurs because it enables AVs to "feel" the road—i.e. bumps, curvature, tire grip, etc. just like a human driver, adding a vital sense missing with visual sensors alone.

In addition, Tactile has established connections with municipal officials responsible for transportation, infrastructure, road maintenance and tech. Tactile Mobility monitors decision makers by keeping an eye out for other technology companies with whom a collaboration could enhance their capabilities – most recently they utilized Nvidia's automotive hardware to add a visual element to their municipal mapping, for example\.

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