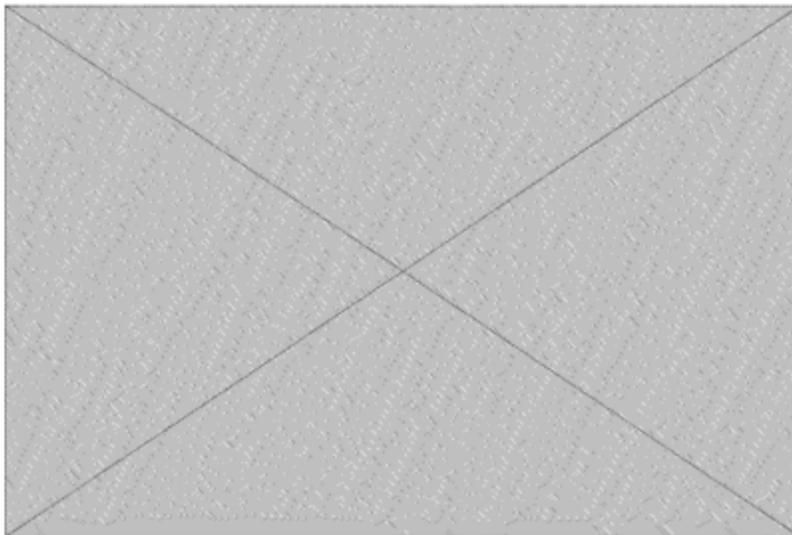
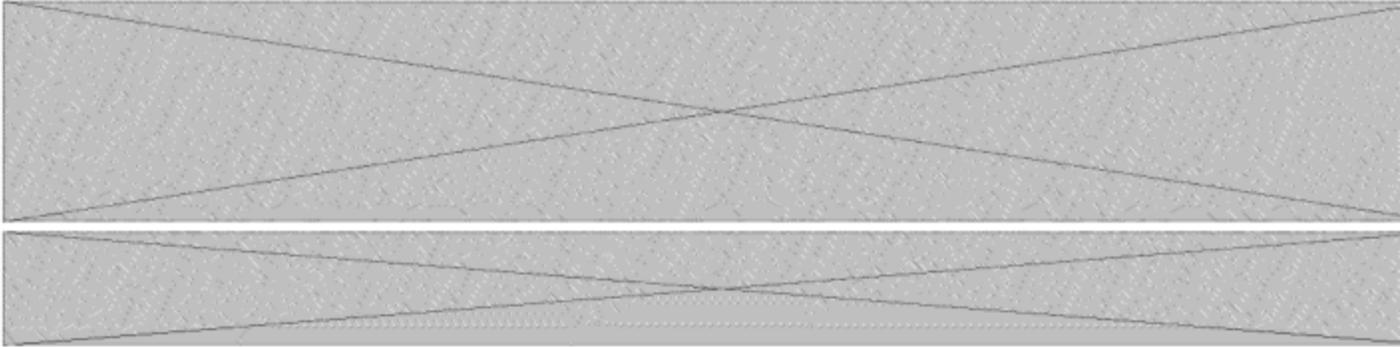
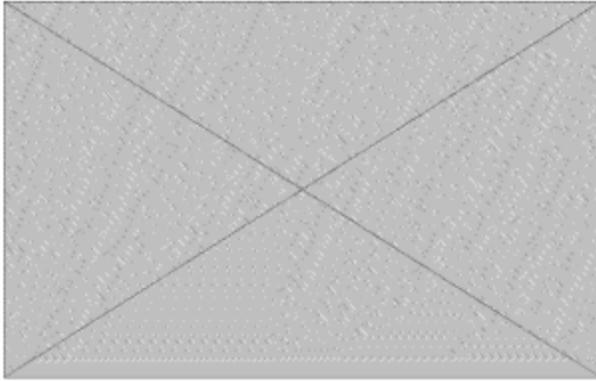


To: jeevacation@gmail.com[jeevacation@gmail.com]
From: AFHU
Sent: Thur 3/21/2013 2:34:37 PM
Subject: President Obama Views Demonstration of Hebrew University-Developed "MobilEye" Technology

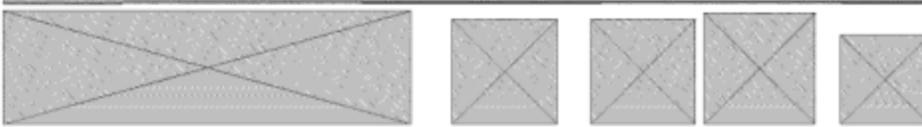
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President Obama's historic visit to Israel featured a demonstration of MobilEye, the groundbreaking technology developed by Professor Amnon Shashua, the Sachs Family Professor of Computer Science at The Hebrew University of Jerusalem. [Watch President Obama receive the MobilEye demonstration](#) (in Hebrew and English). Professor Shashua's demonstration for President Obama and Prime Minister Benjamin Netanyahu took place today at a special "Israeli Technology—For a Better World" exhibit at the Israel Museum. The Hebrew University-led innovation was among only seven selected for the presidential visit.



MobilEye is a pioneering Advanced Driver Assistance System (ADAS) that enables car and truck drivers to avoid accidents. MobilEye's low-cost chip allows cars to interpret the dynamic environment they move in. The technology has been installed in more than one million vehicles, and is being used by BMW, Volvo, GM and Ford, among other manufacturers. MobilEye is setting a new industry standard for automotive safety.



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