

Brigade planned article – Germany

## **Brigade Electronics to showcase its latest AI safety devices at IAA Transportation 2022**

Brigade Elektronik GmbH will be showcasing its range of innovative fleet safety devices at the IAA Transportation Conference 2022 in September, including its latest camera solution with AI technology, [CAREYE® Safety Angle Turning Assistant](#).

[CAREYE® Safety Angle Turning Assistant](#), which was trialled on behalf of Brigade Elektronik by its customer Geier & Söhne Transportgesellschaft GmbH on one of its Mercedes Actros vehicles, uses artificial intelligence (AI) to detect pedestrians, cyclists and objects.

Warnings are issued either actively with an audible and visual red alert if a person or object is at risk of being hit, or passively with a visual yellow alert if, for example, a person or object is moving away from the danger zone – dramatically reducing false alerts.

CAREYE® was also rated as a clear winner by Europe's largest motoring association ADAC (General German Automobile Club) in summer 2021. [ADAC performance tests](#) demonstrated its optimum performance and outranked other similar vehicle safety devices on the market. ADAC cited CAREYE®'s reliability for not producing false alerts, the visual feedback for drivers being clear and easy to understand, and its quick reaction times for detecting people and objects for its top place position.

John Osmand, Managing Director of Brigade Elektronik GmbH, said:

“The accuracy of CAREYE®'s AI advanced algorithm makes false alerts almost impossible and provides the driver with absolute peace of mind that they can manoeuvre their vehicle with the utmost safety. The system is able to differentiate between cars, trucks, people, bicycles and static objects, such as trees or bollards. Movement and the expected direction are then calculated, making the system extremely reliable.”

In addition to CAREYE®, Brigade will be showcasing its market-leading 360-degree camera, the Backeye®360, and IP cameras, as well as its range of remote fleet

management solutions – external and internal cameras, Brigade’s Mobile Digital Recorder and Cloud connected service, BRIDGE.

***Brigade Electronics will be attending IAA Transportation 2022 at Hannover Fairground, MesseGelande, Hannover, Germany from September 20<sup>th</sup> to 25<sup>th</sup> and exhibiting its range of fleet transport safety systems. Find them in Hall 13, Stand B45.***

**ENDS**

**Words 353**

**Image caption:**

**Notes to Editors**

Brigade Electronics is a worldwide market-leading provider of safety devices and solutions for commercial vehicles and machinery.

Brigade’s products work to reduce the risk of collisions and protect vulnerable road users by minimizing vehicle blind spots and assisting drivers to maneuver safely.

Founded in 1976 by Chris Hanson-Abbott OBE, Brigade Electronics introduced the very first back up alarm to Europe and has been at the forefront of championing vehicle and machinery safety ever since, pioneering new products, and developing and patenting new technology.

Brigade’s product portfolio includes 360-degree camera systems, camera monitor systems, White Sound® reversing alarms, obstacle detection sensors, obstacle detection radar, and digital recorders.

**WHAT WE DO**

We are a dedicated team of people that are passionate about saving lives by providing commercial vehicle and mobile machinery drivers, fleet managers, and manufacturers around the world with safety systems, data and services that help improve efficiency and prevent collisions between vehicles and pedestrians, cyclists, other vehicles, and objects.

We love to pioneer new technologies and then develop and refine them into industry leading, high quality and reliable solutions for our OEM and aftermarket customers.

<https://brigade-electronics.com/de/>

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