

HUMANISING AUTONOMY



EUCAD 2021: BO3

Bringing a Human Perspective to
the “New Normal”

Patricia La Torre, April 22, 2021
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Problem #1

Urban mobility systems don't understand people, or how they interact with the world.



\$156bn

Cost of Vulnerable Road User (VRU) collisions in US & Europe alone

7430

of pedestrians and cyclists killed each year in the EU

50%

Percentage of vulnerable road user fatalities that are 65 years or older

Problem #2

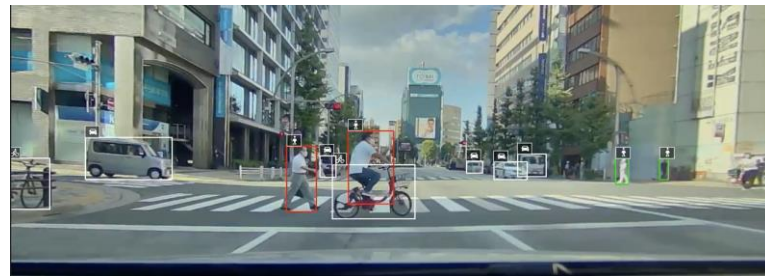
What will the “new normal” of tomorrow look like?

Old normal?



- (VRU) rush hour
- Less bikes and bike paths
- More vehicle traffic
- More tourists
- More public transport use

New normal?



- Less VRUs & traffic
- Opportunity to “grow back green”
- Greater emphasis on accessibility
- More alternative types of mobility
- Social distancing

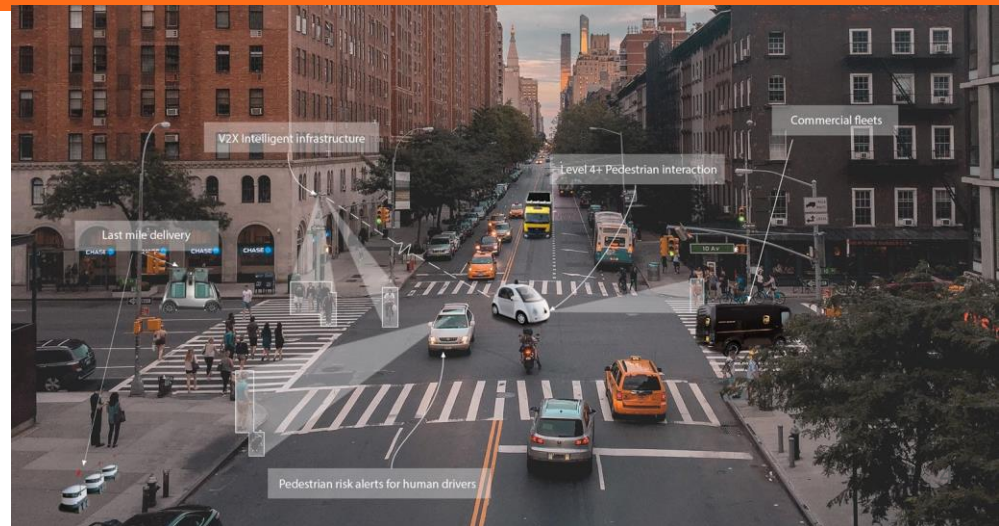
New normal requires new solutions



Behaviour AI platform captures the full range of human behaviours from video sensors to provide real-time analytics and predictions.

Key = leveraging existing systems and easy to understand data points

It's not just about understanding what the “new normal” looks like, it's also about being able to analyse and understand its impact on everyday life and people.



Who we are

HUMANISING
AUTONOMY

Company Info

Founded 2017, team of 30

Diversity is key with 50/50 gender balance across all teams.

Team experience in AI, deep learning, policy, embedded engineering, business development, and customer delivery.



Ecosystem

A powerful ecosystem is key to establishing market leadership and creates significant value.

We work with data, technology, and deployment partners including OEMs, tier 1s, fleets, city authorities, public transit authorities, and regulators.



AIRBUS

DRIVE : SWEDEN



arriva
a company

Transport for
Greater Manchester

CEVA
LOGISTICS

Fraunhofer

DAIMLER



ABInBev

Streamax

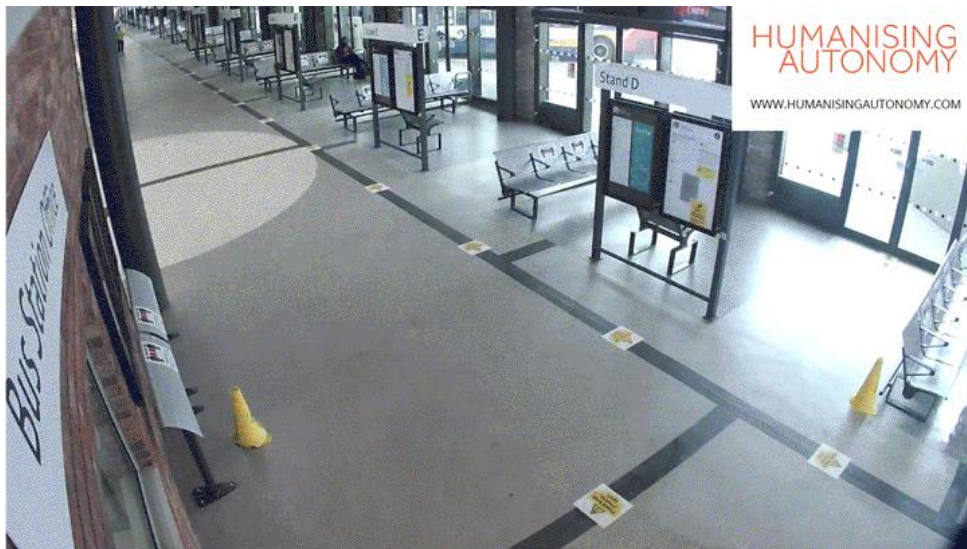


SIEMENS



Example

Using insights to optimise and adapt to the new normal: bringing in a human perspective



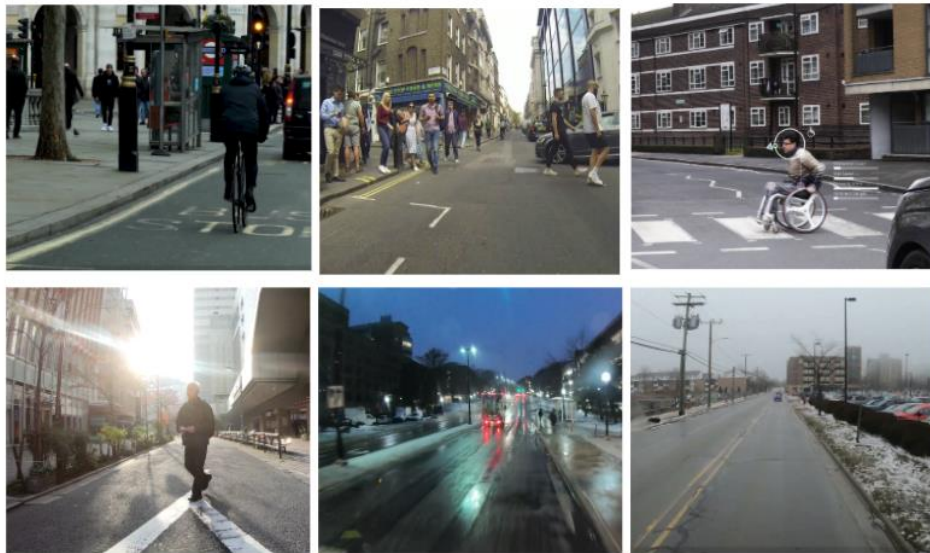
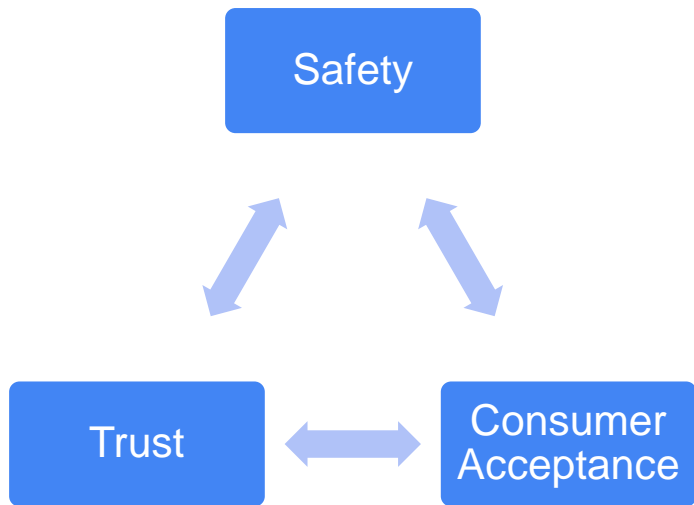
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Behaviour analysis impact:

- Optimised timetables
- Increased accessibility
- Improved & new revenue streams
- Easily scalable deployment
- Requirements agnostic

Human Perspective & the “New Normal”



Build back better: put human perspective first and emphasise adaptable approaches to create a better normal

- Deploy interpretable AI
- Emphasise privacy / GDPR compliance

HUMANISING AUTONOMY

We are a predictive AI company creating a global standard that improves the way vehicles and systems interact with people in any environment.



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