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Fuji Heavy Industries Ltd.

IBM Japan, Ltd.

FHI and IBM Japan Team Up for Advanced Driver Assist System

Two companies launch the development of data analytics systems for test images captured by the EyeSight driver assist system and evaluation using IBM's cloud and cognitive technologies

Fuji Heavy Industries Ltd. (FHI), the manufacturer of Subaru automobiles, and IBM Japan, Ltd. announced today that the two companies are exploring a collaboration in the development of a data analytics system for test images from the advanced safety system including output from EyeSight^{*1} and evaluation using cloud and artificial intelligence (AI) technologies in the advanced driver assist system segment.

Working together with IBM Japan, FHI developed a system that integrates and comprehensively manages vast amounts of test image data. The system has been in operation starting this month. This will allow FHI engineers to easily search for and analyze needed test images. This system is also expected to lead to improved development efficiency, significantly contributing towards the attainment of the advanced driver assist.

In the future FHI and IBM Japan will investigate the building of a new system using IBM Watson Internet of Things (IoT) for Automotive^{*2}, an internet of things (IoT) solution for the automotive industry based on IBM cloud, and will advance to verify applicability of the technology in the advanced driver assist system through understanding characteristics of the latest technologies in the cloud and AI.

FHI aims for “zero car accidents”, and is promoting technology development to achieve self-driving characteristic of Subaru by advancing safety performance and reliability that are verified with EyeSight. The collaboration with IBM Japan is the base for accelerating the development and evolving its technology level dramatically. FHI continues to hone the driver assist system as a safety technology, and strives to realize an assist system for safe and enjoyable driving.

IBM Japan promotes the support it can provide leveraging global networks, taking advantage of experience and expertise demonstrated in results delivered to clients around the world.

*1: EyeSight: Subaru's EyeSight driver assist system is the world's first system to use only stereo cameras to detect the presence of other vehicles, pedestrians, cyclists and motorcyclists. In addition to avoiding frontal collisions and limiting damage in the event of an accident, the EyeSight technology has made possible a host of other preventive safety functions, notably Adaptive Cruise Control and Active Lane Keep. EyeSight's safety performance is highly rated by testing bodies and valued by customers in the world.

*2: IBM IoT for Automotive is an IBM Watson Internet of Things (IoT) solution for the automotive industry based on IBM cloud. The solution supports real time analytics by integrating data collected from sensors mounted on each car with other data.