WHITE RAVEN

Defining The Journey Experience

AUTOMOTIVE DIGITAL TRANSFORMATION

75% L3 ↑

250M by 2020

650M by 2022

L5
L4
L3
L2
L1

2018   2020   2022   2024
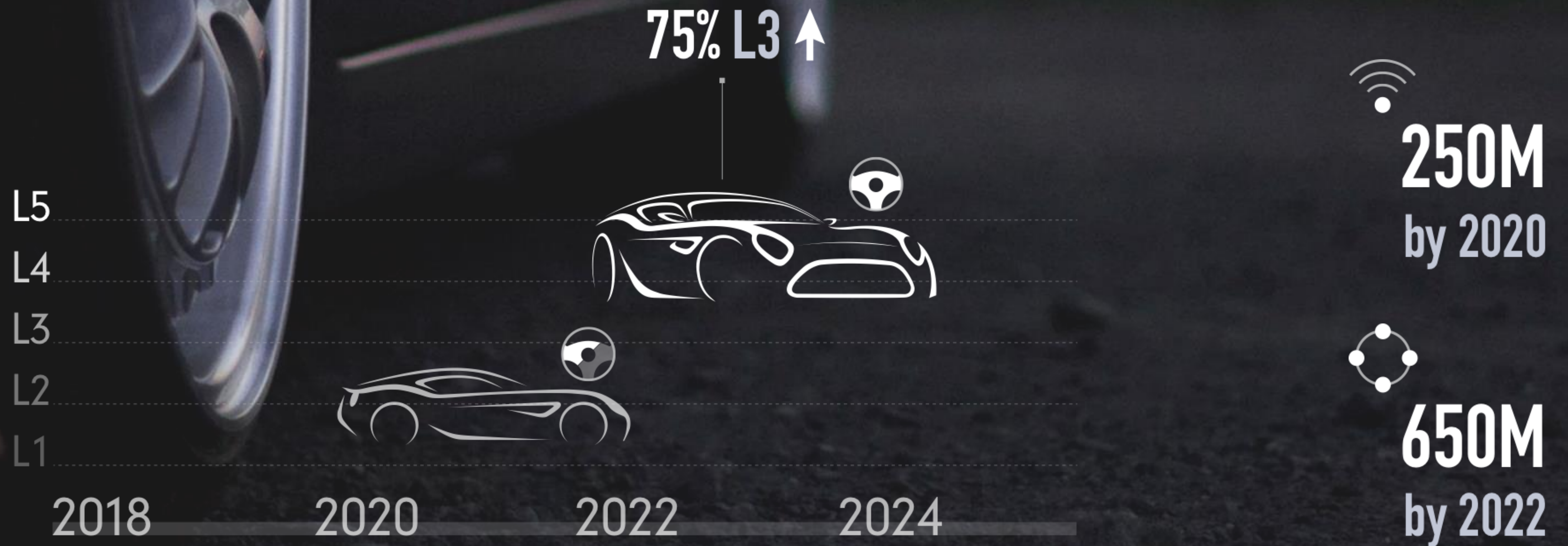
WHITE RAVEN

THE
OPPORTUNITY

Creating an engaging
and monetizable digital
journey experience.

Capture free time / Leverage connectivity / Maximize experience

$5B/m
avg. daily
ride time

WHITE RAVEN

WHITE RAVEN PROPOSITION

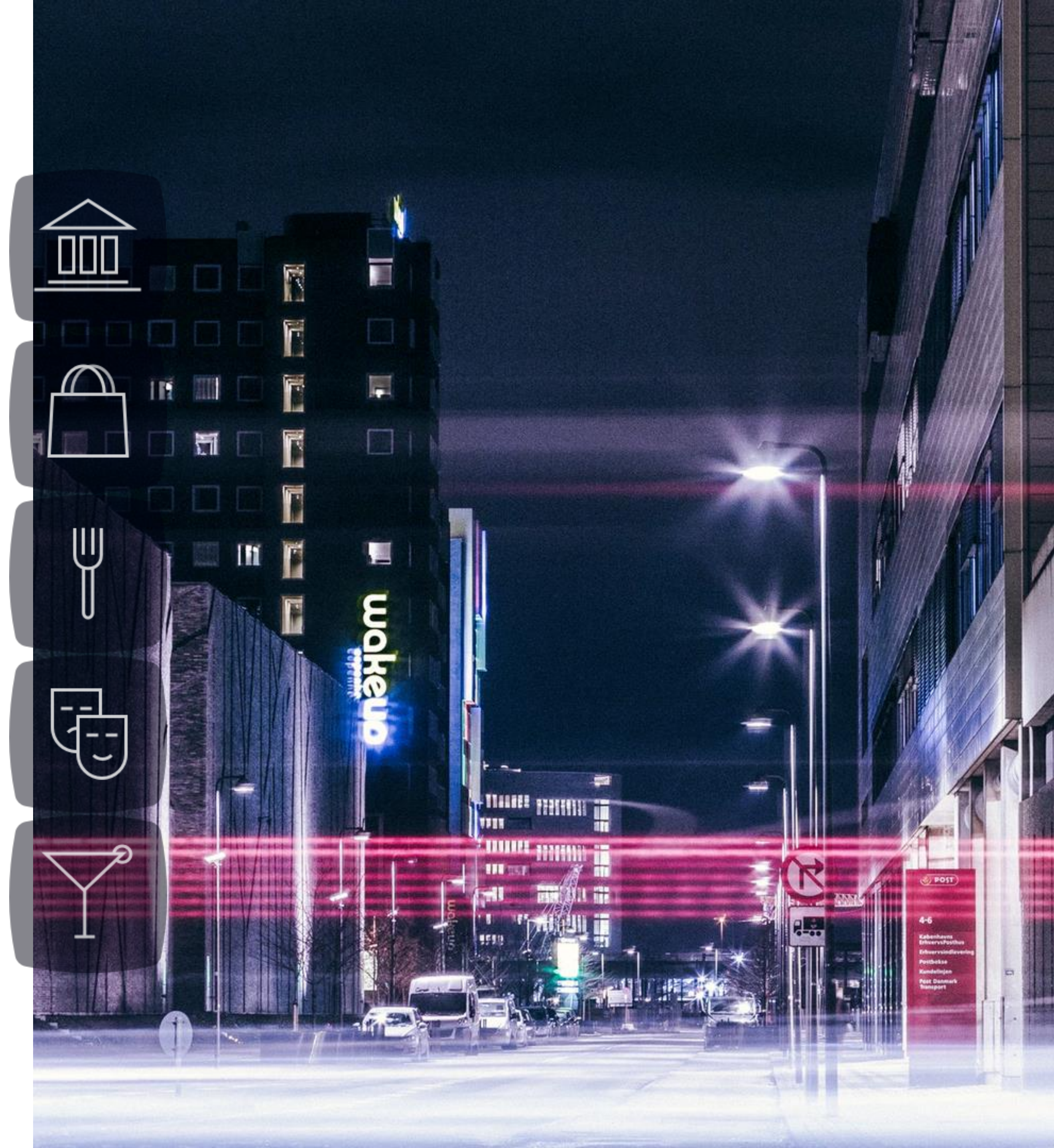Digital content integration platform for connected cars.

WHITE RAVEN PROPOSITION

Functionality

Visual search engine that connects real places with digital entities.

Digital real-estate for publishing, advertising, gaming, local content and more.

WHITE RAVEN PROPOSITION

Experience

Powerful medium of first-hand engagement with the surroundings.

Unique personalized experience to consume the real world.

WHITE RAVEN PROPOSITION

Search Engine Model

Leveraging people's roaming nature for a new category of content discovery.

New monetization capabilities on top of mobility.

THE
COMPANY

The best landmark recognition tech out there, all in-house developed.

Deep aerospace orientation with sensor-fusion weapon systems

WHITE RAVEN

VALUE PROPOSITION: MOBILITY ENTERTAINMENT PROVIDER

OEM/ Mobility service: a solution provider

Owning the digital experience in the vehicle

Enforcing brand loyalty

WHITE RAVEN

VALUE
CHAIN

PARTNERS

brands
publishers
advertisers
content
gaming

}

PLATFORM

WHITE RAVEN

}

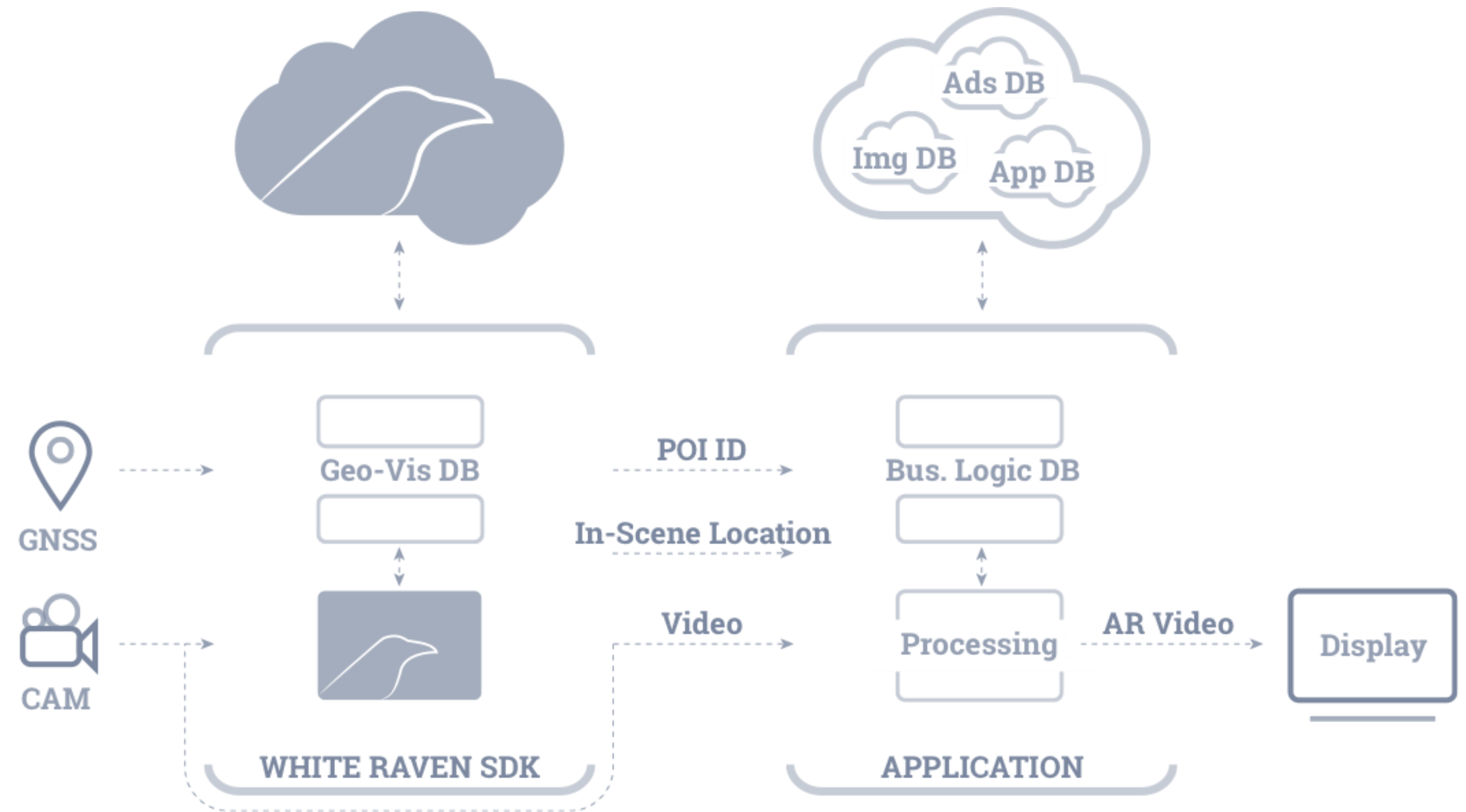**FRONT END**

OEMs
mobility services

}

end user

CORE TECHNOLOGY

Architecture

Deep Neural Networks architecture

Proprietary geo-visual DB

Real time feature extraction

High precision and recall rates

CORE
TECHNOLOGY

Geo-Visual DB: Core Proprietary Asset

Customer/Partner DB POI integration

Preprocess to generate Geo-Visual DB for the RT system

Tagging by Neural Net roadmap

Neural-Net based feature extraction

CORE TECHNOLOGY

Real-time in-vehicle recognition system

Neural-Net based feature extraction

Neural-Net based in-scene multi POI location

Real-Time processing with high precision and recall rates

Proprietary preprocessed Geo-Visual DB

GO TO MARKET

OEMs & Tier-Ones: Core infotainment feature in next-gen connected cars, 2020

Connected vehicles

Autonomous vehicles

Executing a mutual demo product with a Tier-One for OEM sales

GO TO MARKET

Mobility Services: Content discovery platform, Immediate

Public Transportation

Ride hailing & sharing

Executing a city-level project with a London tourist-transportation multinational

(1.5M annual passengers)

THANK
YOU

WHITE RAVEN

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