

A new way to increase the safety, improve the efficiency, and enhance the experience of advanced mobility

Ception is redefining what is possible for a vehicle by providing it with an accurate representation of the real world. With its innovative hyper-accurate localization and mapping technology, Ception's cost-efficient solution is providing the springboard for new capabilities in automotive and industrial applications such as advanced navigation, planning & monitoring, ADAS, AR, autonomous vehicles, and more.

Ception's current product offering includes a range of solutions serving several industries:

Automotive

Mining

Ports & Logistics

Agriculture

## The Need

Advanced automotive and smart mobility solutions require the accurate localization of the vehicle. GNSS/GPS, the most common positioning technology available today, lacks both accuracy and reliability. Other existing solutions are either expensive, not scalable, limited to a structured environment and specific modality, or require extensive data collection.

## Technology

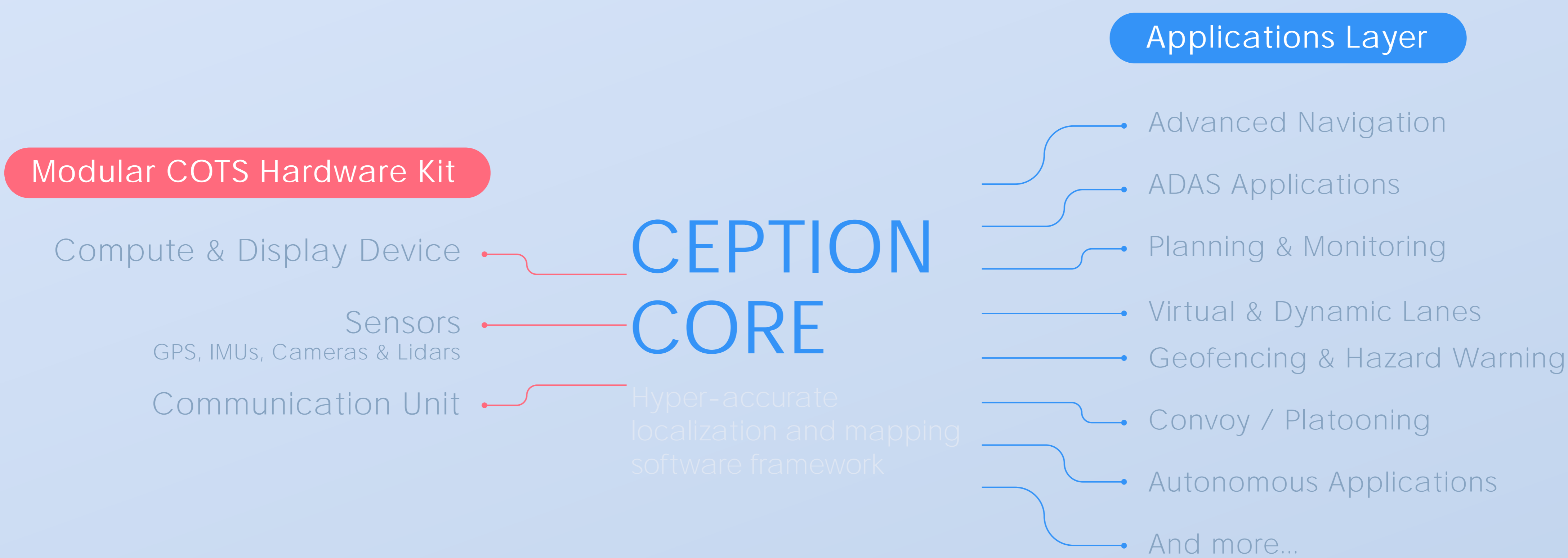
Ception's patent pending solution is an innovative, multi-layered system for precise localization, based on advanced computer vision and deep learning algorithms.

Our universal geospatial language represents elements with pinpoint accuracy, cross-modality support, and cross-viewing angles. This allows us to create a unique matching process between pre-existing data from a wide range of sources, and real-time data from multiple vehicle sensors.



## Ception's Hyper-Accurate Localization & Mapping Framework

At Ception, we leverage our precise localization technology on our software framework. This framework supports off-the-shelf sensors and computing devices and can be easily integrated with customers' hardware setup or with Ception's modular hardware kit. On top of the framework we offer a range of pre-built applications for a variety of use-cases to service both human drivers and automated machines. The applications layer can be expanded by 3rd parties, using our SDK and DevKit.



## About Us

Ception was founded in 2018 by experienced engineers and managers, who invented, designed, and successfully deployed advanced solutions for unmanned ground vehicles and autonomous systems. The company is currently involved in several projects with various industry leaders.

