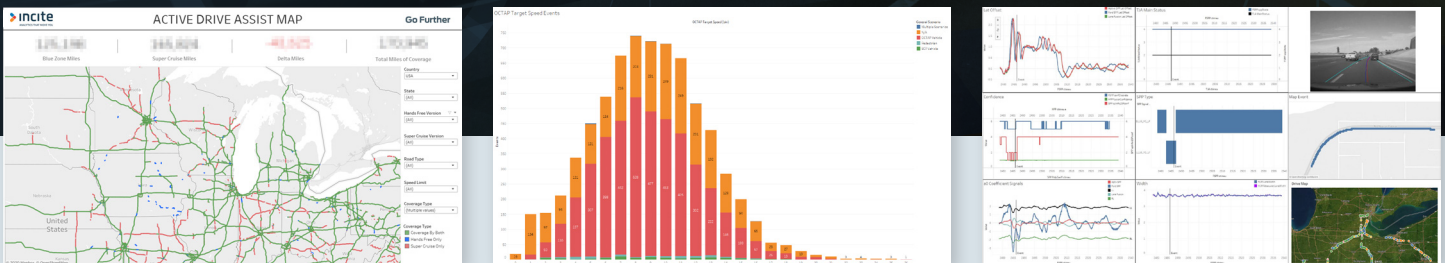


Rapid OEM Automotive Data (ROAD)

The Incite Rapid OEM Automotive Data (ROAD) analytics platform acquires, organizes, and visualizes massive amounts of data generated by ADAS-equipped test fleets in both real-world and simulated driving conditions. Leveraged by the Ford BlueCruise feature teams, the ROAD platform significantly shortens the software development cycles needed to confidently accelerate the deployment of automated driving features.

ROAD is used by technical and non-technical users alike as a self-service command center with intuitive tools to develop custom visualizations and analyses. For more sophisticated use cases, the platform offers capabilities for advanced data science and modeling including artificial intelligence (AI) and machine learning (ML). This **provides insights into big data in a deep way.**



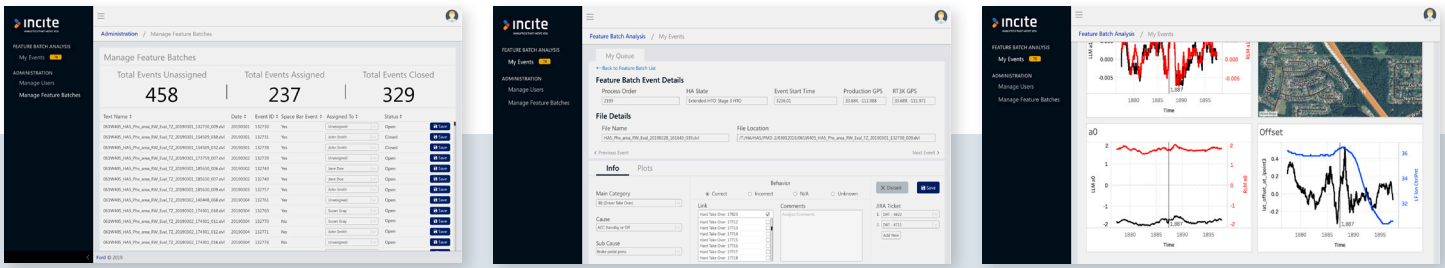
ROAD helps engineers extract meaningful insights from masses of collected data.

Drive profile tracking

View and analyze key metrics for fleets, host vehicles, and feature events related to real-world complexities like lane line degradation, road and traffic conditions, bright sun, nighttime visibility, weather, speed, etc.

Model-level engineering analysis tools

Perform structured and ad hoc analysis to explore host vehicle and feature event behavior, trending, outliers, and other aspects across numerous dimensions of vehicles, driving scenarios, vehicle software versions, and real-world driving conditions.



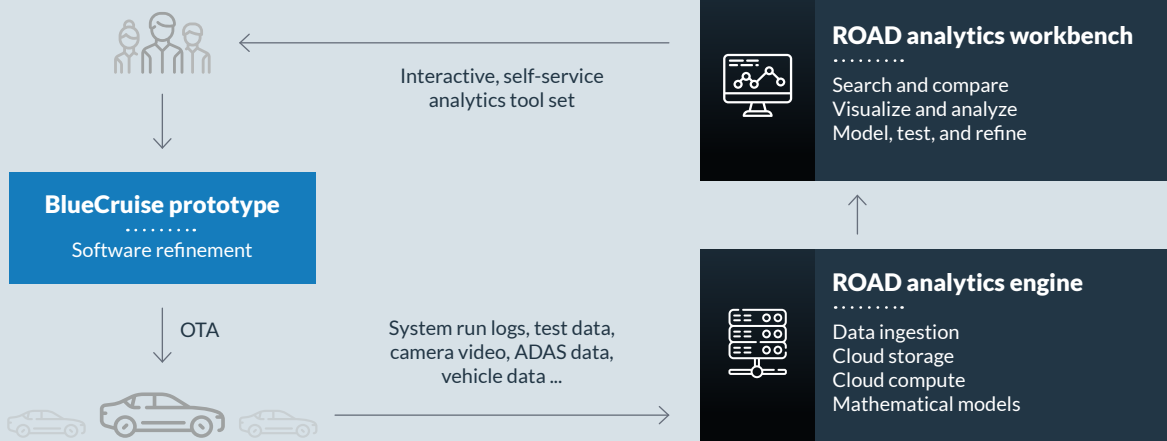
ROAD helps with metadata management, annotation, and team workflow to expedite detect-to-correct cycles among engineering and analysis teams.

Program management

View, filter, sort, and tag real-world events for downstream prioritization, engineering analysis, and project progress tracking. Assign events to engineers for analysis, annotation, and resolution.

Scale and speed

Leverage the latest methods and technologies in cloud computing, data engineering, and user experience design for unparalleled scale and speed to value.



By minimizing the develop/test/analyze iteration cycle, ROAD dramatically speeds hands-free feature development and deployment.

About Incite

Incite is transforming the analytics space by solving complex business problems that are fundamental to success in a digitally dominated landscape. The company's unique and perceptive approach allows them to partner with clients to frame, solve, and execute on a wide range of challenges to create long-term value. Fortune 500 companies across several industry sectors have relied on Incite's carefully curated senior team of practitioners to help them in a variety of mission-critical applications including increased manufacturing uptime, autonomous-vehicle deployment, improved physician performance, and exceptional customer experiences. Founded in 2010, Incite is headquartered in Detroit.



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