

# PROTECT 360 AI

360° SAFETY SHIELD AROUND A VEHICLE

**MAX-SAFE** ✓ | MAXIMUM SAFETY  
MADE BY **SGESC** MAX



## OVERVIEW

**MAX-SAFE Protect 360 AI** is a suite of AI Camera solutions that delivers advanced safety coverage around a vehicle. It provides the best detection of vulnerable road users (VRUs) – giving drivers and fleet managers greater confidence and peace of mind as they can see people around their vehicle.

### 99.9% + ACCURACY

The suite features highly accurate AI Camera technology. Clients using these solutions attest to their reliable accuracy. They correctly identify and protect VRUs each day with an accuracy of over 99.9% – meaning minimal false positive detections distracting drivers.

### FULL VEHICLE COVERAGE

Most commercial vehicles have blind spots across 40% of their vehicle's surrounds (1). The solutions within our **MAX-SAFE Protect 360 AI** suite combine to provide total coverage of blind spots across 6 danger zones, including: front, corners, sides and rear. Modular by design, Protect 360 AI allows you to protect priority blind spots, with the flexibility to add additional protection as required.

### INTELLIGENT & AFFORDABLE SAFETY

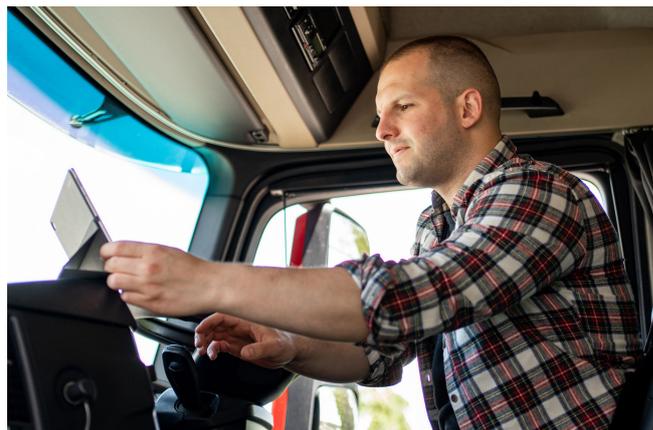
With over twenty years' experience in heavy vehicle safety solutions, we understand the needs of drivers and fleet managers, coupled with how to best protect pedestrians. **Protect 360 AI** is driver friendly with intelligent detection (according to direction of travel, speed, indicators, use of brakes), alerts only when there is an actual risk, and has infrared capabilities for detection in dark environments. It's a cost-effective solution right for any application and industry, creating a 360°-safety shield around a vehicle.



## HOW IT WORKS

**MAX-SAFE Protect 360 AI** includes state-of-the-art cameras which can be tailored to provide an accurate view of any situation. Our advanced cameras can be configured to detect vulnerable road users (pedestrians, cyclists, scooters, etc.) within the field of view, with the output fed to our advanced logic ECU to determine the appropriate action i.e. alert, and/or brake vehicle.

A monitor can be added to allow an operator to ‘see’ what is happening, rather than just be alerted via a voice message and/or a light in the cabin.



**MAX-SAFE Protect 360 AI** can protect pedestrians from a turning vehicle or provide all-round vehicle detection. The more elements of **Protect 360 AI** you adopt the more mature your fleet safety. By implementing Protect 360 AI Fleet Managers can meet CoR primary duties and protect their drivers, vulnerable road users and property. Our solution also exceeds UN VRU Regulations 158 and 159 (2) introduced in 2022.

## BUILD YOUR BEST AI SAFETY SYSTEM

**MAX-SAFE Protect 360 AI** comes in two versions – ADVANCED and INTEGRATED – with optional add-ons, allowing you to build the best AI safety system for your vehicles, the risks they encounter and your budget.

**MAX-SAFE Protect 360 AI ADVANCED** can include:

- MAX-SAFE Front View (1)
- MAX-SAFE Corner View (2 & 3)
- MAX-SAFE Side View (4 & 5)
- MAX-SAFE Rear View (6)

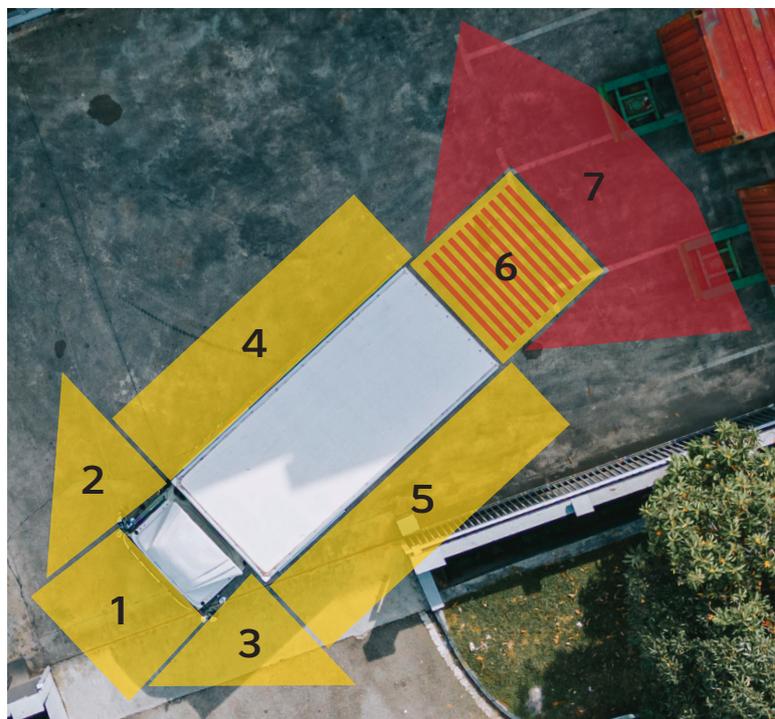
You can combine any or all these protections into one combined **Protect 360 AI** solution.

### ADD-ON ENHANCEMENTS

Any View solution can be enhanced with external audible and visual warnings, notifying the driver and alerting pedestrians, cyclists and other VRUs of imminent danger.

**MAX-SAFE Protect 360 AI INTEGRATED** can include:

- All ADVANCED Offerings
- All ADD-ON Enhancement Options
- MAX-SAFE Anti-Rollaway (prevents vehicle rollaway when park brake is not properly applied)
- MAX-SAFE Reverse Watch (7) (Sensor technology scans a larger quadrant, brakes in certain situations, logs events, in cab LCD display.)



SCAN THE QR CODE TO WATCH A VIDEO ON PROTECT 360 AI.

## HOW FITTED

For **MAX-SAFE Protect 360 AI ADVANCED** camera units are mounted at optimal locations on the vehicle and scan the incoming image to determine if it recognises a VRU within a defined danger zone, either moving or stationary. They do this by using in-built AI (Artificial Intelligence). On detection of a person within the danger zone, the system reacts instantaneously by triggering a range of options.



### PLACEMENT

Cameras are mounted in the optimal location on the vehicles' body.



### CABLING

The cables are routed into the cab.



### INSTALLATION OF THE WARNING SYSTEM

Audible voice alerts, flashing lights and monitors are mounted inside in the optimal position.



Our solutions can be installed in new fleet builds or easily retrofitted.

After it is installed, the system is calibrated before use.

The Advanced AI Camera can replace existing DVR Cameras, reducing duplication and cabin clutter.

**MAX-SAFE 360 AI identifies pedestrians within a vehicle's blindspots.**

## BENEFITS

- ◆ SAFETY AID for Driver.
- ◆ IMPROVES Driver EFFICIENCY.
- ◆ ELIMINATES BLIND SPOTS.
- ◆ PROTECTS VULNERABLE ROAD USERS.
- ◆ REDUCES COLLISIONS.
- ◆ PROTECTS Driver FROM COSTLY Accident CLAIMS.
- ◆ Works when vehicle is both STATIONARY and MOVING.
- ◆ High-definition images on a LARGE SCREEN.
- ◆ Part of MAX-SAFE SAFETY ECO-SYSTEM.

### INTEGRATED SOLUTION PROVIDES ADDITIONAL BENEFITS INCLUDING:

- ◆ ACTIVE BRAKING on detection of object.
- ◆ VISUAL ALERTS and AUDIBLE WARNINGS.
- ◆ PROTECTS VEHICLE & PROPERTY OVER LARGER AREA.
- ◆ PROTECTS STAFF AROUND A VEHICLE.
- ◆ INTELLIGENT LOGIC & CONTINUOUS MONITORING.



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## MAX-SAFE 360° AI

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**MAX-SAFE**  | MAXIMUM SAFETY  
MADE BY **SGESCO**  **MAX**

The following are registered trademarks of  
STARTER & GENERATOR EXCHANGE SERVICE PTY LTD  
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- ◆ MAX-SAFE Maximum Safety®
- ◆ MAX-SAFE Reverse Watch®

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- ◆ MAX-SAFE Anti-Rollaway Brake System™
- ◆ MAX-SAFE Reverse Watch Hooklift Option™
- ◆ MAX-SAFE Reverse Watch Trailer Option™
- ◆ MAX-SAFE Seatbelt Warning System™
- ◆ MAX-SAFE Speed Limiting™
- ◆ MAX-SAFE Side Watch™
- ◆ MAX-SAFE Engine RPM Control™
- ◆ MAX-SAFE Audible Warning™
- ◆ MAX-SAFE Lifecycle Maintenance™
- ◆ MAX-SAFE Protect 360AI™

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<sup>(1)</sup> [https://sgesco.com.au/news/protecting\\_vulnerable\\_road\\_users](https://sgesco.com.au/news/protecting_vulnerable_road_users)

<sup>(2)</sup> <https://sgesco.com.au/news/pedestrian-protection-regulations>