



Foresight Meets Key Goals to Significantly Advance Product Development Stages

Company Reached Advanced Development Stage and Conducted Successful Experiment of Its Road Accident Prevention System Based on 3D Video Analysis

[HERZLIYA] – September 1, 2016 – **Foresight, a leading developer of advanced systems for road traffic accident prevention (TASE: FRST)**, announced today that the company successfully accomplished an advanced stage of the development of the software, as well as a series of experiments of its prototype driver assistance and accident prevention system, which is based on video analysis and 3D technologies.

Following the accomplishment of the advanced development stage and the experiments, the company believes its odds of achieving a finished product and begin sales have substantially increased.

Foresight Co-CEO Ariel Dor commented: "We believe that the company has sailed through the crucial point of the development process, and we are vigorously advancing toward a unique, state-of-the-art road accident prevention system."

The system comprises twin cameras, affixed to the front of the car, which are redesigned to provide stereoscopic (3D) vision. The car is equipped with a computerized software, based on advanced algorithms developed by the subsidiary, which is designed to process and analyze the images captured by the video cameras. In performing this analysis, the system identifies obstacles on the road and alerts the driver to the potential occurrence of an accident.

The current software version has the following capabilities:

- Alert to insufficient following distance, relating to the speed of the vehicle in front and the autonomous speed (of the car equipped with the system);
- Alert to collision with vehicles, static or in motion;
- Identification and alert to pedestrians on the driving path;
- Identification and alert to cyclists on the driving path;
- Identification and alert to objects of 50cm X 50cm in size on the driving path.

Each of the aforementioned capabilities is a self-contained software module that can be separately activated per the client's choice and needs.

Foresight conducted experiments to test these capabilities, with success defined as correct identification and alert to the threat provided by the system.

The experiments were conducted during the day over a period of several days, on roads in the South of Israel, and met real-time incidental threats. The experiments also featured a component performed under glare conditions, to the system and driver, which render threat recognition much more difficult.

The experiments featured no independent extrinsic factors, and, for the first time, all of the tested software modules were run in parallel. The system successfully completed the experiments, accurately identifying the threats and providing timely audio and visual alerts accordingly to allow the driver to react to the threat. The same experiment was also conducted under the challenging glare conditions.

In addition, the experiments included a comparison between the system's performance and that of another manufacturer's assisted driving system in cases of several threats, and Foresight's system demonstrated better performance.

Following the successful experiments, the company intends to continue the development of a beta version and present it to potential clients. Moreover, the company intends to focus on the development of the system's capabilities at night and under extreme lighting conditions to improve the capabilities tested in the experiment and to conduct further

experiments, including night tests and to accumulate operation and driving hours.

ABOUT FORESIGHT Foresight (FRST:TASE), founded in 2015 is a technology company engaged in the design, development and commercialization of 3D multi-camera-based Advanced Driver Assistance Systems ("ADAS"). The company, through its subsidiary, develops advanced systems for accident prevention, which are designed to provide real-time information about the vehicle's surroundings while in motion. These systems, which are based on 3D technology, advanced algorithms and artificial intelligence, will revolutionize ADAS by providing an automotive grade, cost-effective platform, enabling highly accurate and reliable detection while ensuring the lowest rates of false alerts.

Forward Looking Statements

This press release contains forward-looking statements. Words such as "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates" and similar expressions or variations of such words are intended to identify forward-looking statements. These statements are only predictions based on Foresight's current expectations and projections about future events.

There are important factors that could cause Foresight's actual results, level of activity, performance or achievements to differ materially from the results, level of activity, performance or achievements expressed or implied by the forward-looking statements.

Those factors include, but are not limited to the impact of general economic conditions, competitive products, product development risk, product demand and market acceptance risks, reliance on key strategic alliances or fluctuations in operating results. Except as otherwise required by law, Foresight undertakes no obligation to publicly release any revisions to these forward-looking statements to reflect events or circumstances after the date hereof or to reflect the occurrence of unanticipated events.

CONTACT INVESTOR RELATIONS:

Miri Segal-Scharia
Hayden/ MS-IR LLC
917-607-8654
msegal@ms-ir.com