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No. 3652

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Mitsubishi Electric, ME Innovation Fund Invests in Hayden AI Technologies, Inc.

Contributing to optimizing and ensuring the safety of city traffic using image analysis technology

TOKYO, December 8, 2023 – [Mitsubishi Electric Corporation](https://www.mitsubishielectric.com) (TOKYO: 6503) announced today that its ME Innovation Fund* has invested in Hayden AI Technologies, Inc., a U.S. based startup company that provides the traffic violation enforcement services using image analysis technology. This is the sixth investment the fund has made to date.

The United States has very strict traffic regulations related to school buses to ensure the safety of children. For example, when a school bus is stopped and either displaying a stop sign or flashing its lights, the vehicles behind it must come to a complete stop. The same requirement applies when a school bus stops in the oncoming lane, unless the road has a median strip. Notwithstanding some minor variations between states, the penalties for violations of these rules are severe.

Hayden AI Technologies uses cameras mounted on school buses and other vehicles to detect traffic violations via image analysis. Violations are reported immediately to the relevant authorities, together with the relevant image data. This service contributes to improved urban traffic safety by enabling violations such as parking infringements to be enforced more efficiently. The company also offers a traffic volume forecasting solution that utilizes accumulated image data, which it plans to develop into a business urban traffic optimization platform to pitch to major cities around the U.S.

Mitsubishi Electric and Hayden AI Technologies are taking on the challenge to create a digital twin. The aim is to solve urban transport problems by collecting image data in real time to perform highly reproducible simulations, and then predict traffic accidents and changes in traffic conditions that are likely to occur in the real world.

Chris Carson, CEO of Hayden AI Technologies, Inc. said: “By using artificial intelligence to analyze the image data captured by camera sensors mounted on vehicles such as transit buses, we can obtain a variety of information about the urban environment. High-fidelity simulations can generate valuable insights that help government agencies analyze traffic flow and improve operational efficiency.”

* Mitsubishi Electric, Global Brain Launch “ME Innovation Fund” (released Jan. 13, 2022)
<https://www.MitsubishiElectric.com/news/2022/pdf/0113.pdf>

Satoshi Takeda, Executive Officer, CDO (In charge of DX, Vice President, Business Innovation) at Mitsubishi Electric Corporation said, “The investment in Hayden AI Technologies will help us to focus on developing traffic safety and optimization solutions for safer urban communities, using digital twins that draw on real-life traffic volume observations.”

About Hayden AI Technologies

Company Name	Hayden AI Technologies, Inc.
CEO	Chris Carson
Location	484 9th St, Oakland, CA 94607, United States
Foundation	March 2019
Business	Traffic violation and traffic volume forecasting services using image analysis technology
Website	https://www.hayden.ai/

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About Mitsubishi Electric Corporation

With more than 100 years of experience in providing reliable, high-quality products, Mitsubishi Electric Corporation (TOKYO: 6503) is a recognized world leader in the manufacture, marketing and sales of electrical and electronic equipment used in information processing and communications, space development and satellite communications, consumer electronics, industrial technology, energy, transportation and building equipment. Mitsubishi Electric enriches society with technology in the spirit of its “Changes for the Better.” The company recorded a revenue of 5,003.6 billion yen (U.S.\$ 37.3 billion*) in the fiscal year ended March 31, 2023. For more information, please visit www.MitsubishiElectric.com

*U.S. dollar amounts are translated from yen at the rate of ¥134=U.S.\$1, the approximate rate on the Tokyo Foreign Exchange Market on March 31, 2023