

## **Rosco Features Mobileye Shield+ Collision Avoidance Technology at SWANA's WASTECON® in Baltimore**

*Rosco exhibited for the first time at the Solid Waste Association of North America's WASTECON® conference highlighting the benefits of the Mobileye Shield+ Collision Avoidance System for refuse trucks.*

Jamaica, NY ([PRWEB](#)) October 04, 2017 -- [Rosco, Inc.](#), a leader in automotive vision safety for 110 years, showcased the [Mobileye Shield+ Collision Avoidance System](#) at this year's [WASTECON®](#) in Baltimore, MD. The three day show and conference included a "Safety Zone" where Rosco introduced the safety advantages of the Shield+ Advanced Driver Assistance System (ADAS) to WASTECON® attendees.

For over 50 Years, the [Solid Waste Association of North America \(SWANA\)](#) has been a leader in solid waste management. SWANA includes over 9,000 public and private sector professionals in the waste management field who tackle the challenges and share their knowledge on everything from climate change to smart technologies at the annual WASTECON® event.

Waste truck operating conditions demand the highest level of awareness by the vehicle operator. While drivers of all automobile types experience blind spots, most cannot appreciate the complexities that come with operating a large truck and the limited visibility of the operator. These complexities multiply when the vehicle is turning; blind zones widen and the probability of collisions increase. Mobileye Shield+ addresses these obstacles and assists operators to ensure a safer driving environment.

Shield+ yields simple left, center, and right alarm interfaces that communicate audio and visual alerts to drivers based on the directional location of the VRU and the potential for collision. Utilizing smart vision sensors, the system identifies a variety of potential dangers on the road, such as other vehicles, cyclists and pedestrians. An optional "intelligent" external alert system sends audible alerts to VRUs around the bus to ensure they are aware that the bus is within the vicinity and maneuvering around them.

About [Rosco, Inc.](#) - Rosco is a leading global manufacturer of automotive vision safety products to the bus and truck marketplace. Founded in New York City in 1907 as a safety product manufacturer for automotive and aeronautical markets, Rosco moved to its current location in Queens, New York in 1974. Rosco products are designed and manufactured in the USA and include mission critical driving safety aides such as interior and exterior mirrors, sun visors, backup and side view cameras, video recording systems, sensor products and collision avoidance systems. Today, Rosco is the largest manufacturer of bus mirrors in North America. Rosco's staff has grown to over 250 employees in facilities totaling 150,000 square feet. Distinguished bus and truck manufacturers installing Rosco products on new vehicles include Freightliner / Thomas Built Buses, REV Group Companies, Forest River Companies, Blue Bird, Navistar / IC Bus, Collins Bus, and many others.



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