



About Pearl

Pearl was founded on the belief that all drivers should have access to the latest car features. The company is advancing the underlying technologies in the autonomous vehicle to improve the experience for every driver on the road today. Its first product, RearVision, is the only wireless backup camera and alert system — it installs in minutes, provides obstacle alerts and updates automatically to deliver ongoing feature enhancements. Created by former leaders in Apple's iPod and iPhone teams and inspired by the world-changing products they helped produce, Pearl is dedicated to improving the more than 1.2 billion cars on the road today. Pearl is privately funded by Accel, Shasta Ventures, Venrock and Wellcome Trust. For more information, visit pearlauto.com.

Industry Stats

- Of the 1.2 billion vehicles worldwide - more than 260 million in the U.S - only 7% are new each year
- New automotive features, such as airbags and anti-lock brakes, all took about 40 years before reaching mass adoption.
- The first backup camera appeared in a concept car in 1956, and then in a production car in 1991
- Today, fewer than 1 in 4 cars have backup cameras - more than 250 million in the U.S.
- The National Highway Traffic Safety Administration has mandated that backup cameras become standard starting with all model-year 2019 cars.

Fast Facts

Pearl Automation Inc.
Founded: 2014
Located: Silicon Valley
Employees: 80+
Funding: \$50M Series A + B
Investors: Accel, Shasta Ventures, Venrock, Wellcome Trust
Founders:

- Bryson Gardner - CEO
- Joseph Fisher - VP Engineering
- Brian Sander - COO

Pearl RearVision

Pearl RearVision is an advanced wireless backup camera and alert system that installs in minutes. It enables a super-wide view of the area behind your vehicle - with the video streamed wirelessly to your phone - and is the first to learn, improve and provide feature enhancements through automatic updates. Pearl RearVision is available now at pearlauto.com and beginning this holiday season, on Amazon and Crutchfield.

Key features include:

- **Installs in Minutes** – Install the theft-resistant Camera Frame around your license plate. Plug the Car Adapter into your OBD port. Then, mount your phone turning it into your rearview screen with the Pearl App.
- **Dual HD Cameras** – Advanced dual HD cameras deliver super-wide views of what's behind your car, and Night Mode provides stunning clarity in low-light situations.
- **Intelligent Alerts** – Audible and visual alerts warn you of obstacles in your path. Thoughtfully-designed, it includes a range of alerts, from simple ripple at further distances to a firmer warning when an obstacle is close by.
- **Automatic Updates** – The Pearl App updates like all other apps on your phone, with new features and enhancement delivered automatically, over-the-air.
- **Phone as the Display** – No need to install another screen — use the screen that you already bring into your car every day.
- **Hands-Free** – Dock your phone in portrait or landscape on the versatile Pearl Phone Mount. Included in RearVision, the Phone Mount will also be sold separately at pearlauto.com.