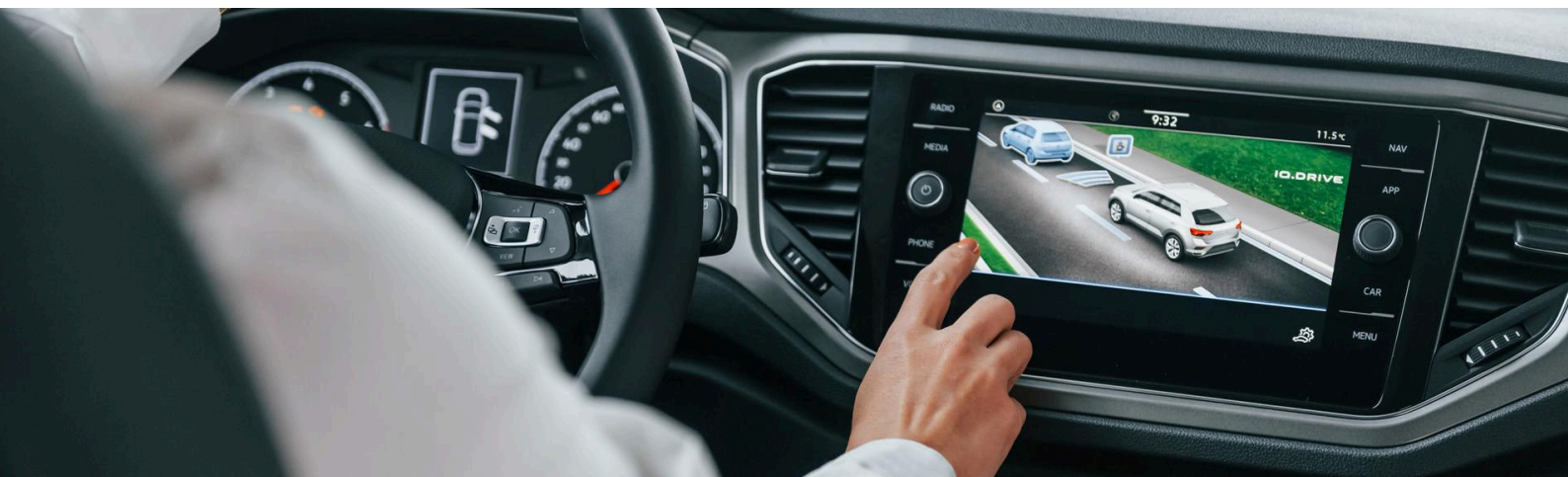




**Did You Know?**

# Advanced Driver Assistance System (ADAS) Technology

**Advanced Driver Assistance System (ADAS)** is an active safety system that uses sensors, cameras, and artificial intelligence (AI) to detect potential hazards in real time, provide warnings, and take automatic actions to help prevent accidents.



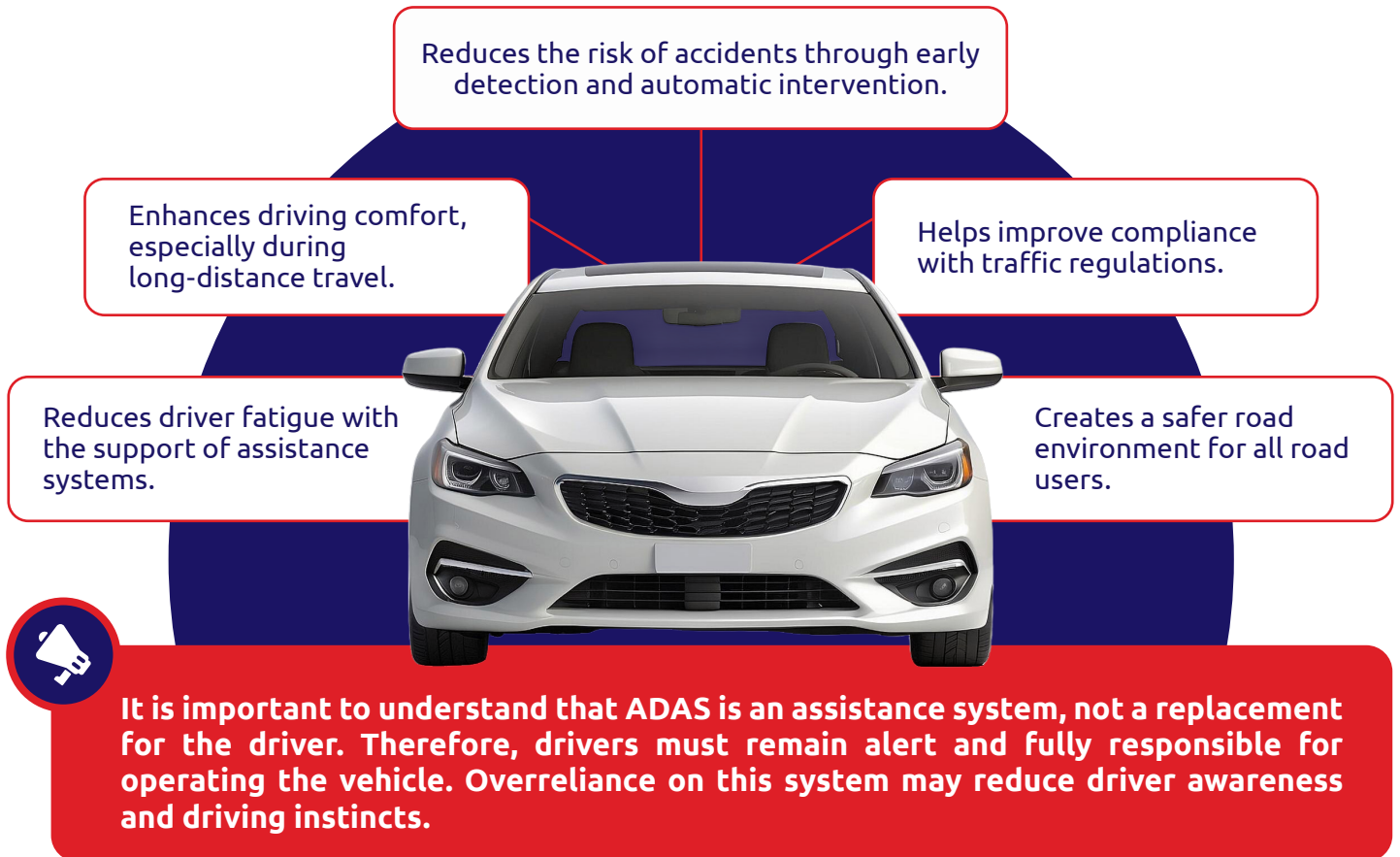
## Key ADAS Features for Maximum Safety

- 1 Adaptive Cruise Control (ACC)**  
Automatically maintains a safe speed and distance from the vehicle in front.
- 2 Automatic Emergency Braking (AEB)**  
Automatically applies the brakes when a potential collision is detected.
- 3 Forward Collision Warning (FCW)**  
Provides early warnings of potential frontal collisions.
- 4 Lane Departure Warning (LDW) and Lane Keeping Assist (LKA)**  
Helps keep the vehicle within its designated lane.
- 5 Driver Drowsiness Detection (DDD)**  
Monitors the driver's condition and provides alerts to prevent fatigue.
- 6 Blind Spot Monitoring (BSM)**  
Detects vehicles in blind-spot areas.
- 7 Parking Assistance**  
Assists with parking to make the process easier and safer.

## How ADAS Works

ADAS operates through an integrated system consisting of sensors to collect data, processors to analyze information, control units to make decisions, and actuators to execute actions such as braking or steering adjustments. This entire process occurs within milliseconds, enabling the vehicle to respond to emergency situations quickly and accurately.

## Benefits of ADAS for Drivers and Road Users



Hopefully, the above information enriches your knowledge about Advanced Driver Assistance System (ADAS) Technology. For more information about MSIG Indonesia's insurance products, please visit our official website at [www.msig.co.id](http://www.msig.co.id) or call our contact center at **1500 674 (MSI)** to find comprehensive information and interactive services.



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