

**Cognata starts collaboration with IT Access, an Innotech group company, to Bring Best in Class Simulation and Validation for ADAS & Autonomous Vehicles to Japanese Auto Manufacturers**

Collaboration to Accelerate Cognata's Expansion Into Japanese ADAS/AV Testing and Validation Market

Rehovot, Israel, and Shin-Yokohama, Japan, October 31, 2019 -- Cognata, Ltd., a leading provider of simulation software for Autonomous Vehicles (AV) and ADAS solutions, and IT ACCESS Co., Ltd., an established Japanese advanced technology solution company, announced today their collaboration to bring Cognata's cutting-edge technology to Japanese automakers through IT Access's established channels in the country. Implementing Cognata's solutions by IT Access is sure to greatly accelerate ADAS and AV testing and validation activities by Japanese OEMs and Tier 1 suppliers.

"Japan is an established global leader in deploying state-of-the-art ADAS features as well as large scale roll-out of Autonomous Vehicles", said Danny Atsmon, Founder and CEO of Cognata. "Working with IT Access enables us to both support Cognata's expanding business in Japan, and extend our reach to an even broader set of customers within Japan's automotive industry. IT Access's outstanding reputation and expertise in Japan's automotive industry greatly strengthens Cognata's position in the Japanese market as the leading provider of ADAS/AV Simulation solutions."

"IT Access is committed to providing the most advanced, productive, and efficient solutions to the Japanese market," said Takashi Takahashi, CEO of IT Access. "Promoting Cognata's products allows us to provide a comprehensive solution to our automotive customers, covering all phases of design, testing, and validation for the development of AV and ADAS systems, supporting shorter and safer time to market."

Cognata is a leading global supplier of large-scale automotive simulation for the Advanced Driver Assistance System (ADAS) and autonomous vehicle markets. Working with leading automotive technology companies around the world, Cognata's end-to-end platform accelerates time to market by delivering simulation solutions for the entire automated driving product lifecycle, from training to testing to deployment.

Cognata's activities with IT Access marks another important milestone in Cognata's rapid expansion in Asia, with partnerships in place in China, Japan, and Korea.

**About Cognata**

Cognata provides the fast lane to autonomous driving with its testing and evaluation solution for self-driving vehicles—a realistic automotive simulation platform where virtual cars travel virtual roads in virtual cities, all remarkably true to real-world conditions. Working with some of the largest vehicle makers in the world, Cognata brings the disruptive power of artificial intelligence and computer vision to the ADAS and autonomous driving simulation world and shaves years off the verification and validation process. For more information, visit <http://www.cognata.com>.

**About IT Access**

Founded in 2000, IT Access has grown to become a leading Japanese supplier for IoT software and services, automotive-related software, and engineering services. IT Access maintains direct relationships with Japan's automotive manufactures in Japan. For more information, visit <http://www.itaccess.co.jp>

**About Innotech**

Founded in 1987, Innotech has conducted and expanded its business for semiconductor design, verification or test. These days, Innotech has become a leading solution company, covering from hardware, software, development, consulting, up to introduction of its final products. The Company also maintains direct relationships with Japan's major automotive manufacturers in Japan. Innotech is a parent company of IT Access, and is a company listed with 1<sup>st</sup> section of Tokyo Stock Exchange. For more information, visit <https://www.innotech.co.jp>.