Press release - for immediate release

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Videantis and ADASENS partner to address explosive growth in intelligent automotive cameras

Partnership brings the automotive computer vision functions from ADASENS to the embedded vision processor solutions from videantis.

Hannover and Lindau, Germany, December 5, 2017 – Videantis and ADASENS (part of the FICOSA group) today announced they are partnering to bring advanced sensing technologies to self-driving vehicles and automotive ADAS applications. The partnership combines the ADASENS portfolio of computer vision functions with videantis's low-power, high-performance embedded vision processor.

The automotive industry has been rapidly expanding its usage of cameras for a wide variety of safety-increasing and self-driving features. Rear cameras are adding computer vision to automatically brake and prevent backover incidents, surround view systems greatly increase visibility and are including automated parking functionality, front cameras are used to maintain distance or brake when needed, and side cameras are replacing mirrors. Autonomous vehicles use many cameras with computer vision techniques to sense and understand their full surroundings.

Marco Jacobs, VP Marketing at videantis, said, "We've been working together with ADASENS already for some time. Intelligent automotive cameras that include our vision processors have already hit the market and mass production will start in 2019. Key OEMs and Tier 1s have chosen FICOSA and ADASENS as the suppliers of the cameras and computer vision functions, respectively, for their next-generation vehicles, and we're proud to be working with them."

Florian Baumann, Technical Director at ADASENS, said, "We're excited to bring our extensive portfolio of vision functions to the videantis processor architecture and jointly work together to fulfill our customer's needs."

Today's automotive vision computation tasks often require multiple powerful CPUs and GPUs, which burn hundreds of Watts, to process images into meaningful information that is used to control the car. The videantis processor architecture performs these complex machine vision and image processing tasks much faster and at much lower power levels, enabling this technology to be embedded into smaller ECUs and even directly into tiny cameras.

Videantis will show an automotive camera by FICOSA that has the ADASENS algorithms running on its embedded vision processor at CES 2018 from January 9-12 in Las Vegas.

About videantis

Headquartered in Hannover, Germany, videantis is a one-stop computer vision and video processor IP provider, delivering flexible computer vision, imaging and multi-standard HW/SW video coding solutions for automotive, mobile, consumer, and embedded markets. Based on a unified processor platform approach that is licensed to chip manufacturers, videantis provides tailored solutions to meet the specific needs of our customers. With core competencies of deep camera and video application expert know-how and strong SoC design and system architecture expertise, videantis serves a worldwide customer basis with a diverse range of target applications, such as advanced driver assistance systems and autonomous driving, mobile phones, AR/VR, IoT, gesture interfacing, computational photography, in-car infotainment, and over-the-top TV. videantis has been recognized with the Red Herring Award and multiple Deloitte Technology Fast 50 Awards as one of the fastest growing technology companies in Germany.

For more information about videantis, please visit www.videantis.com.

About ADASENS

ADASENS Automotive GmbH, located in Lindau, focuses on the development and marketing of machine vision solutions for camera based automotive ADAS systems. The company was launched within the south German "Silicon Valley" of ADAS in 2006 and belongs 100% to FICOSA Group since 2016.
ADASENS provides tailored software solutions in the area of computer and machine vision algorithms as well as embedding and optimization in an automotive context. Herein, a broad range of proprietary approaches and tools are applied to each new development to minimize cost and time-to-market.
Customers benefit from deep algorithmic know how, steady research activity, a proprietary toolchain and industrialization expertise via serial projects.

For more information on ADASENS and FICOSA, visit www.ADASENS.com and www.FICOSA.com.

For more information please contact:
Marco Jacobs, VP Marketing
marco.jacobs@videantis.com
German phone: +49 (511) 515223–30
US Phone: +1 (888) 812-0814 x200

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videantis GmbH
Schneiderberg 32
30167 Hannover
Germany
www.videantis.com