

News Release

November 26, 2015

Pioneer collaborates on ADAS*-related technologies with a venture company,
an affiliate of Tsinghua University Suzhou Automotive Research Institute in China
~Jointly developing next-generation in-vehicle equipment incorporating ADAS functionality~

On November 16, 2015, Pioneer China Holding Co., Ltd., the wholly owned subsidiary of Pioneer Corporation (hereinafter “Pioneer”) has agreed to collaborate on ADAS-related technologies with Suzhou Tsingtech Microvision Electronic Technology Co., Ltd. (hereinafter “Tsingtech Microvision”), a venture company, an affiliate of Tsinghua University Suzhou Automotive Research Institute in China.

Pioneer has brought to market a variety of world-first products and services. Pioneer has earned high market share in the consumer market globally through sales of its car electronics products. For coming automated driving society, Pioneer is now moving ahead with the development of ADAS technologies that support safe and reliable driving in the field of preventive safety, and 3D-LiDAR, a space sensor to be regarded as an essential device for automated driving.

Tsingtech Microvision is a venture company established at Tsinghua University Suzhou Automotive Research Institute, which has had a number of achievements in the development of ADAS-related technologies. The company aims to achieve the practical use of high-level ADAS technologies to address the traffic conditions in China.

The collaboration enables the development of next-generation in-vehicle equipment incorporating ADAS functions by combining the technologies and expertise concerning in-vehicle equipment that Pioneer has developed to date with ADAS-related technologies developed by Tsinghua University. Specifically, by utilizing such technologies as a fatigue detection system, a smoke and alcohol detection system, an AI technology, and an image recognition algorithm, Pioneer will develop next-generation in-vehicle equipment incorporating ADAS functions, with the aim of launching in-vehicle equipment from 2016.

In addition to this collaboration, Pioneer will also consider collaborating with Tsingtech Microvision and Tsinghua University Suzhou Automotive Research Institute in the area of automated driving technologies, including 3D-LiDAR that is under development by Pioneer.

[About Suzhou Tsingtech Microvision Electronic Technology Co., Ltd.]

Established in May 2013, Tsingtech Microvision is an innovative enterprise which focuses on the research and sales of ADAS. As the key incubated enterprise of Tsinghua University Suzhou Automotive Research Institute, the company keeps with a long-term strategic partnership with Tsinghua University, and undertakes innovative development and industrialization of the achievements of the Tsinghua University Suzhou Automotive Research Institute-proprietary intelligent driving-aid system.

*ADAS: Advanced Driver Assistance Systems