

# News Release

*For Immediate Release*  
*September 30, 2019*

**Pioneer Establishes “Pioneer Smart Sensing Innovations Corporation”  
to Accelerate the Growth of Autonomous Driving Business**

TOKYO, September 30, 2019—Pioneer Corporation announced that “Pioneer Smart Sensing Innovations Corporation” (“the New Company,” hereafter) through an incorporation-type split as a new company to take over the business activities of Smart & Autonomous Mobility Business Group, which handles autonomous driving-related business, will be established on October 1.

The New Company will further promote the autonomous driving-related business of Pioneer Group with a focus on 3D-LiDAR-based sensing technologies.

<New Company Outline>

(1)	Company name	Pioneer Smart Sensing Innovations Corporation
(2)	Date of establishment	October 1, 2019
(3)	Headquarters	28-8, Honkomagome 2-chome, Bunkyo-ku, Tokyo 113-0021
(4)	Capitals	100 million yen (Pioneer Corporation 100%)
(5)	Representative	Haruhiko Takagi, President
(6)	Business domain	1.Planning, research, development, manufacturing, production and sale of optical equipment, electronic equipment, machinery, software and tools 2.All other businesses ancillary or related to the above

<Reference>

Pioneer has been pursuing the development of compact, high-performance, and low-cost MEMS mirror-based 3D-LiDAR sensors towards a target of mass production from 2020 onwards. 3D-LiDAR sensors are regarded as an indispensable key device for the realization of level-three and above autonomous vehicles and for delivering high-precision object recognition and data collection. Pioneer has been offering its 2018 models since last year, and is currently developing “high-precision object recognition algorithms” and “vehicle ego-localization algorithms”, utilizing 3D-LiDAR sensors.