

## PRESS RELEASE

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**CONTACT: Menachem Glik, PR & New Media consulting**  
**For the Photonics & Vision industry**

PHONE: +972-54-4991371

E-MAIL: [menachemg@hotmail.com](mailto:menachemg@hotmail.com)

### **Senso Optics Brings Thermal Night Vision Systems to ADAS (Advanced Driving Assistance System) to the Automotive market at affordable price**

Introduce Its First "**Thermal camera on Chip™**" to reduce accidents & Lane departure by alerting the driver.

**Yokneam, Israel – November 12, 2013** – Senso Optics, a leader in the design, development and production of innovative thermal imaging technologies and advanced electro-optical solutions for military, paramilitary and security markets both in Israel and around the world, announces the development of the world first "**Thermal camera on Chip™**" for ADAS: Advance Driver Assistance System. ADAS is a Driver warning System, designed to reduce accidents and lane departures by alerting the driver. The ADAS include also advanced features such as Active braking and steering assistance. The new ASIC (Application Specific) thermal system include SWaP-P (smaller, less Weight, power and Price) thermal miniature camera module with higher sensitivity at low price.

Today, most of the existing ADAS systems either support day drive only , or in the case of all-weather day/night proposed systems based on advanced technologies (e.g. LIDAR in "Google car™"), the technology price tag is huge. Senso Optics offers The ADAS to be able to support day, night and adverse weather operation conditions. The system could even cope with extreme conditions as heavy FOG, smoke and smog. The System emphasizes live figures as human, animals and crossing pedestrians, which enables the driver safer driving with better reliable warnings, at lower false alarm rate.

" One of the major challenges in the development of the ADAS is the price tag in order to make the system available for every driver. Senso-Optics Thermal imaging for night vision experience and our unique set of image processing and enhancement algorithms put us in excellent position to develop a reasonable price-tag products with excellent performance (e.g. resolution, sensitivity etc.) to dominate the future automotive markets" said **Senso Optics president & CEO Jacob Dagan**.

He also added his future vision... "The Senso-Optics future systems would offer a full day/night and all weather video unified sensor. Our R&D team is currently studding the fusion technology to create a fused image compromise of two spectrums from two sensors: Far Infra-Red (LWIR) and Near Infra-Red (NIR) sensors into a single image (FNIR). Smart algorithms would give the future ADAS systems the ability to analyze the scene in real time in order to even reduce more the false alarm rate."

Senso Optics has recently revealed its "High-End" un-cooled thermal camera - the TVS (Thermal vision system) for **Enhanced Vision System (EVS)** for commercial aircraft pilots' situational awareness, safe taxiing, takeoff & landing..

For more information about the **ADAS** please contact [info@sensioptics.com](mailto:info@sensioptics.com) or visit our website at <http://www.senso-optics.com> to learn more about our complete product line.

### **About Senso – Optics:**

Senso Optics is a leader in the design, development and production of innovative thermal imaging technologies and advanced electro-optical solutions for military, law enforcement and security markets.

Senso Optics offers a wide range of targeting and visual information solutions for day and night missions. Its products can be easily customized and integrated into a variety of systems or operated as stand-alone units. Product lines include: Multi-sensor sights, fire control systems, hand held and vehicle mounted thermal imaging cameras, thermal upgrade kits, CCD cameras, border and strategic infrastructure monitoring solutions; thermal vision helmets for fire fighters and search & rescue units, as well as, thermal sensors and a wide range of thermal lenses.

The company invests extensively in R&D and in advancing product maturity, while maintaining strict QA and environmental policies.

Senso Optics is committed to remaining at the forefront of thermal vision technology and being a leader in visual information and targeting solutions for the defense, commercial and homeland security (HLS) markets.

<http://www.senso-optics.com>

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### **Company Contacts:**

Jacob Dagan

President & CEO

Tel: +972 4 9935527

E-mail: [info@sensioptics.com](mailto:info@sensioptics.com)

Pictures:



**Ex. benefit from dual band @ daylight**

**VIS** **NIR**

Error Left = (13,807195)  
Confidence Left = (3)

Error Right = (271,312388)  
Confidence Right = (3)

Certain dyes have better visibility in NIR even at daylight

**SENSO** OPTICS

**The Technology**

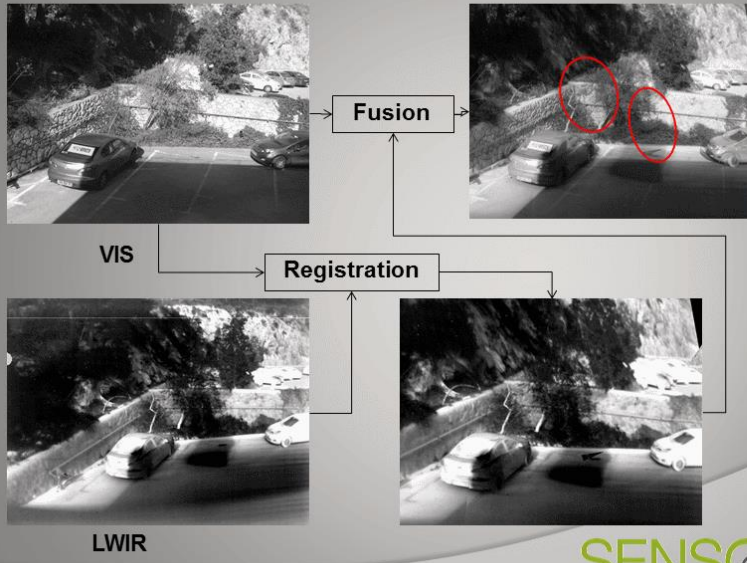
**VIS** **LWIR**

**CE based fusion** **coloring based fusion**

**SENSO** OPTICS

**The Technology**

## Fusion example



The Technology

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