

## **Velodyne Announces Order From Ford Motor Company for its Next-Gen Solid-State LiDAR Sensor Designed for ADAS Safety and Autonomous Driving**

### *First 3D LiDAR Sensor Capable of Supporting All ADAS Functionality Levels*

MORGAN HILL, Calif. ([PRWEB](#)) January 05, 2016 -- [Velodyne](#) announced today that it has received a purchase order from Ford Motor Company for its next-generation advanced driver assistance system (ADAS) LiDAR sensor.

Velodyne's new Solid-State Hybrid Ultra Puck™ Auto is designed to combine the functionality of its pioneering 3D LiDAR sensors in a miniaturized form factor while extending sensing range to 200 meters. Velodyne set target pricing of less than \$500 per unit in automotive mass production quantities. The Solid-State Hybrid Ultra Puck Auto will be the first affordable ADAS sensor capable of supporting ADAS levels 1-4/5, including fully autonomous driving.

Ford Motor Co. has been involved in research and development of autonomous driving features for more than a decade, and has worked with Velodyne during much of that time (<https://media.ford.com/content/fordmedia/fna/us/en/news/2015/01/06/ford-at-ces-announces-smart-mobility-plan.html>). The company's Smart Mobility Plan includes its Fusion Hybrid Autonomous Research Vehicles, equipped with Velodyne's HDL-32E LiDAR sensors.

At the same time, Ford has developed a wide range of semi-autonomous features already implemented in vehicles currently in production. In November, Ford became the first automaker to test an autonomous vehicle at the University of Michigan's Mcity, the world's first full-scaled simulated urban environment. The autonomous vehicle in question was outfitted with Velodyne's real-time, 3D LiDAR sensors.

“We're pleased to supply industry innovators such as Ford with the most advanced 3D LiDAR sensor in order to improve vehicle safety and transportation convenience as soon as possible,” said Mike Jellen, Velodyne president. “This sensor was developed from Velodyne's broad customer experience from millions of roadway miles. Only the Velodyne Solid-State Hybrid Ultra Puck Auto will deliver the data quality, form-factor and mass production pricing required for full autonomy and ADAS safety levels 3 and 4.”

#### About Velodyne LiDAR

Founded in 1983 and based in California's Silicon Valley, Velodyne Acoustics, Inc. is a diversified technology company known worldwide for its high-performance audio equipment and real-time LiDAR sensors. The company's LiDAR division evolved after founder/inventor David Hall competed in the 2004-05 DARPA Grand Challenge using stereovision technology. Based on his experience during this challenge, Hall recognized the limitations of stereovision and developed the HDL-64 Solid-State Hybrid LiDAR sensor. Velodyne subsequently released its compact, lightweight HDL 32E sensor, available for many applications including UAVs, and the new VLP-16 LiDAR Puck, a 16-channel real-time LiDAR sensor that is both substantially smaller and dramatically less expensive than previous generation sensors. Market research firm Frost & Sullivan has honored the company and the VLP-16 with its 2015 North American Automotive ADAS (Advanced Driver Assistance System) Sensors Product Leadership Award. Since 2007, Velodyne's LiDAR division has emerged as the leading developer, manufacturer and supplier of real-time LiDAR sensor technology used in a variety of commercial applications including autonomous vehicles, vehicle safety systems,



3D mobile mapping, 3D aerial mapping and security. For more information, visit [www.velodynelidar.com](http://www.velodynelidar.com). For the latest information on new products and to receive Velodyne's newsletter, [register here](#).



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