

AUTOMOTIVE

## Porsche seeks to make assisted driving safer via visibility tech

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Features such as Porsche's adaptive cruise control rely on visibility. Image credit: Porsche

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By STAFF REPORTS

German automaker Porsche is aiming to improve visibility for its vehicles' autonomous and driver assistance technologies through a partnership with startup TriEye.

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Israel-based semiconductor company TriEye creates shortwave infrared (SWIR) sensing technology to provide additional data about objects on the road than a typical camera can capture. Porsche Ventures participated in TriEye's Series A funding round, which closed in August, and the automaker is collaborating with the startup in an effort to advance its own autonomous efforts and make driving safer.

### Eyeing safety

TriEye's SWIR camera intends to solve the issue of low visibility for autonomous and advanced driver assistance systems (ADAS) features. In conditions such as inclement weather or night, it can be difficult for traditional cameras and radar to detect all of the potential obstacles on the road.

While fully autonomous cars are not in consumers' hands yet, many current models are rolling out with features such as automatic braking and lane departure warnings, which rely on visibility.

SWIR technology has been used in areas such as aerospace and defense, but it has typically been too expensive for widespread use due to the InGaAs sensor, with the cost for a low-resolution SWIR camera hovering around \$20,000. TriEye has developed a CMOS-based sensor, making it about 1,000 times less costly.



*TriEye's camera is less costly than earlier SWIR cameras. Image credit: TriEye*

"Our collaboration with Porsche has been exceptional from day one and we look forward to growing this potential," said Avi Bakal, CEO/cofounder of TriEye, in a statement. "The fact that Porsche, a leading car manufacturer, has decided to invest in TriEye and evaluate TriEye's CMOS-based SWIR camera to help further improve advanced driver assistance systems (ADAS) is a significant vote of confidence in our technology."

Technologies such as TriEye could potentially help boost consumer confidence in autonomous and ADAS features. While the majority of new car buyers are familiar with autonomous driving features, more than a third would still opt for a standard vehicle over autonomous cars or models with automated features if given a choice.

According to new findings from Ipsos, drivers in the U.S. are especially hesitant about self-driving vehicles, with only 30 percent having a positive opinion on autonomous mode. Premium automakers including Tesla and BMW are among the most trusted to build safe and reliable self-driving vehicles in the near future.

Drivers are reluctant to trust vehicles in automated mode, with 44 percent expecting that they will keep an eye on the road while in self-driving cars ([see story](#)).

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