



PRESS RELEASE

ADASKY Viper Thermal Camera a CES 2020 Innovation Award Honoree

ADASKY tech detects pedestrians, vulnerable road users filling gaps in existing sensor suites

NEW YORK – Nov. 7, 2019 – ADASKY, maker of the Viper thermal sensing camera, today earned recognition as a CES 2020 Innovation Award honoree for its cutting-edge technology helping to make automobiles safer today and in an autonomous driving future.

The CES Innovation Awards is an annual competition honoring outstanding design and engineering in consumer technology products.

ADASKY, based in Israel, is a robust startup company responsible for developing the Viper thermal sensing camera. Unlike other sensors limited by so-called “edge” cases such as heavy rain, blinding sunlight and dense fog, ADASKY technology works in all weather conditions.

“Thermal sensing is a key component of a robust ADAS and autonomous driving solution and we are beginning to see our technology being considered by OEMs throughout the world,” said Yakov Shaharabani, ADASKY CEO. “We are proud to be recognized as a CES innovation award honoree.”

Here’s how ADASKY’s Viper technology works: Every object produces a heat signature. Viper passively collects this infrared signal radiating from objects and converts it to a VGA video. It then applies ADASKY’s proprietary deep-learning, computer-vision algorithms to provide accurate object detection, classification and scene analysis. The computer-vision capabilities include multi-class object detection and classification, which enables a vehicle to simultaneously detect and classify pedestrians, vehicles, trucks, bicycles and motorcycles. Viper can also detect and segment animals and other objects in the vehicle’s surrounding environment.

See the difference between a conventional HD dash cam and ADASKY’s Viper here:
<https://www.youtube.com/watch?v=EuiXHcRiskU>

Visit ADASKY at CES in Las Vegas January 7-10, 2020.

Contact meetus@adasky.com to schedule a time to experience Viper in an in-vehicle driving demonstration.

About ADASKY

ADASKY leads the far infrared revolution by bringing a high-resolution thermal sensor to the automotive market, enabling autonomous vehicles to see better and understand more. ADASKY’s founding team is made up of veterans from the semiconductor, thermal sensor, image-processing, and computer vision markets. They have been developing state-of-the-art FIR sensing solutions for the last decade. Now, the company’s multidisciplinary team of experienced engineers has adapted the solution to the specific needs of self-driving cars, making ADASKY’s solution a critical addition to cars to eliminate vision and perception weaknesses for fully autonomous vehicles. Learn more at <http://www.adasky.com>.

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