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**electronica 2016 – eTV – Feature „Automotive“ (Day 1) – OFF Text**

**OFF-Text: Infineon is represented with a world first at electronica. The Real 3 image sensor can measure depth data in real time. The sensor is very small, meaning power consumption and performance are optimized so that it is very versatile.**

O-Ton Lass: “In the consumer area there is the integration in SmartPhones for augmented reality applications, (edited: for gaming, to measure in 3D, to record it all in 3D and then perhaps send it to a 3D printer. In the industrial sector there are diverse application possibilities - in the fields of logistics, and robotics.) Then of course in the automotive sector, one of our main topics. Here Driver Monitoring is possible, that is to say, you want to know what the driver is doing in the car, especially in the area of semi-autonomous driving."

**OFF-Text: UDR - untethered dead reckoning will greatly facilitate, for example, the work of police and rescue workers. Navigation systems with UDR enable reliable positioning even if interruptions of the GNSS signal occur, in car parks, tunnels, or street canyons.**

**A variety of driving assistance systems are available today for drivers. Renesas Electronics is showcasing at electronica the augmented-reality application ADAS View Kit for more safety and comfort while driving.**

O-Ton Westmeyer: “We enable two types of fields of view. First the 360-degree angle, so that the driver can see his car from all sides, for example, when parking or in a critical traffic situation. On the other hand, we replace the three conventional mirrors with cameras, so you can see your surroundings via the mirror cameras. The cameras recognize objects. So the driver gets warned when turning off that a cyclist for instance is next to the car."

**OFF-Text: The racing series formula E is a showcase in terms of innovative technologies, especially when it comes to energy management. Here Rohm comes into play. The leading semiconductor manufacturer relies on silicon carbide. Among the many advantages of this technology one stands out: SiC components can work with higher voltage levels and tensions and therefore suffer from fewer power outages.**