



HELLA at CES 2017 in Las Vegas

- **HELLA and NXP to present solutions for automated driving**
- **The new Radar Generation CompactRadar will be the focal point**

Lippstadt, January 6th, 2017. Yesterday, the Consumer Electronics Show (CES) started in Las Vegas. The leading lighting and electronics specialist HELLA is present at the show for the first time, with a feature on NXP's CES booth (Central Plaza, CP-25), the Dutch semi-conductor manufacturer. While CES is still one of the largest trade fairs for consumer electronics in the world, it has also become a significant event for the automotive industry. Under the theme "Technologies for Automated Driving", HELLA's presentation will feature a live demonstration of how lighting and electronic components act together, forming an important component of automated driving. The new Radar Generation CompactRadar will form the centerpiece of the presentation.

Especially robust and weather-resistant radar technologies are of increasing importance for implementing different safety and comfort functions for automated driving. In close collaboration, HELLA, NXP, and InnoSenT have developed a new sensor generation based on 77 GHz technology. The newest CompactRadar sensor product generation is barely larger than a box of matches. This, for example, allows for installation inside bumpers or integration into side elements, such as doors, and the rear parts of the vehicle. This enables efficient 360° environment recognition for the entire vehicle. It is particularly important for fully automated parking. The market introduction of the CompactRadar product family is anticipated for 2018. But CES visitors can already experience the technology functions in conjunction with the camera systems and the intelligent lighting systems first hand.

At the CES booth, HELLA will also exhibit the independently developed HD84 headlamp module with a concept model. This consists of 84 individually controllable LED's per headlamp. The headlamps receive the necessary information for proper light distribution adjustment to traffic, weather and road conditions via a link to a front camera, usually installed behind the windshield. The software of HELLA Aglaia Mobile

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Vision GmbH, also a HELLA Group company, enables front camera activation also for functions such as lane keeping assistance or pedestrian and vehicle detection. HBPO, a joint venture of the three automotive suppliers HELLA, Mahle (formerly Behr) and Plastic Omnium, will supply the front-end module carrier for the model, which contains components for vehicle air conditioning, motor cooling and the crash management system. At CES, HELLA is therefore highlighting how various technologies and products can work together for automated driving.

Visit HELLA at the NXP booth (Central Plaza, CP-25).

Note:

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HELLA KGaA Hueck & Co., Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with around 34,000 employees at over 125 locations in around 35 countries. The HELLA Group develops and manufactures lighting and electronic products for the automotive industry and also has one of the largest retail organizations for automotive parts, accessories, diagnostics, and services within Europe. Complete vehicle modules, air-conditioning systems, and vehicle electrical systems are also produced in joint venture companies. With more than 6,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. Furthermore, with sales of 6.4 billion euros in the fiscal year of 2015/2016, the HELLA Group is one of the top 40 automotive parts suppliers in the world and one of the 100 largest German industrial companies.

NXP Semiconductors N.V. Eindhoven: NXP Semiconductors N.V. develops solutions creating safe connections and infrastructures for a more intelligent planet and therefore making life simpler, better and safer. As globally leading company for secure connectivity and integrated applications, NXP advances innovations in the areas of safely connected vehicles, end-to-end security, protection of privacy and intelligent connections. With 45,000 employees in over 35 countries, the company has more than 60 years experience and expertise in the semiconductor industry.

InnoSenT GmbH, Donnersdorf: InnoSenT has progressed from a small startup to a leading provider of radar technology, in which automotive supplier HELLA has a 50% holding. From the very beginning, the cornerstones of this success have been the same. They are based on cooperative client and supplier relationships, motivated employees and a company culture based on ownership management, which creates flexible and social framework conditions. Currently, InnoSenT standard products and individual client solutions cover demands in the automotive and industrial sectors. This includes mainly radar applications in the areas of safety (e.g. securing sections, shutoff and warning functions), comfort (e.g. automatic shifting and control) and environmental protection (e.g. reduction of energy and water consumption via appropriate control mechanisms).

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Hella Aglaia Mobile Vision GmbH, Berlin: Hella Aglaia Mobile Vision GmbH a full subsidiary of HELLA KGaA Hueck & Co and is a globally leading developer for intelligent visual sensor systems. Our competencies accrued over the years in the areas of mono and stereo camera systems, image processing and software programming enable us to develop innovative industrialized solutions and powerful products in the areas of driver assistance systems, electric mobility and person counting systems. Many of our company products have set international standards and open up completely novel application possibilities and perspectives for the future.

HBPO GmbH, Lippstadt: HBPO is the only company in the world specialized in the design, development, assembly and logistics of complex front-end modules. In 2015, its revenue totaled 1.5 billion euros. HBPO employs 1900 persons throughout the world, currently working in 24 JIS (just-in-sequence) assembly facilities and 8 development locations in Europe, North America and Asia, assembling 5.2 million front-ends per year.

For additional information please contact:

Dr. Markus Richter
Company spokesman
HELLA KGaA Hueck & Co.
Rixbecker Strasse 75
59552 Lippstadt
Germany
Phone: +49 2941 38-7545
Fax: +49 2941 38-477545
Markus.Richter@hella.com
www.hella.com