



HELLA launches new business model for camera-based driver assistance systems

- **Software modules are already realizing key safety functions: lighting control as well as lane/traffic sign/pedestrian and object recognition**
- **Flexible system updates with new autonomous driving functions also possible**
- **Rollout projected for 2019**

Lippstadt/Berlin, January 10, 2018. With its new business model for front camera software, lighting and electronics expert HELLA is further driving the trend toward autonomous driving. The Berlin-based subsidiary HELLA Aglaia is rolling out an open platform for camera-based driver assistance systems. This provides customers with the possibility of updating hardware components and series-proven software functions, such as lighting control, lane/traffic sign/pedestrian and object recognition, according to individual preferences and needs. This for example comprises also later upgrades for automated driving functions. The market launch of the new software system is anticipated for 2019.

"We have developed a completely new business model allowing us to distinguish ourselves on the market over existing offerings. Those are currently often available only as closed systems that cannot be modified at a later stage", says Kay Talmi, Managing Director of HELLA Aglaia. "Our logic of separating hardware and software constitutes the implementation of a modular system providing our customers with high dynamics and flexibility while strengthening our position along the market trend of autonomous driving."

The software system developed by HELLA Aglaia is not bound to a specific hardware but can be flexibly used for the platforms of various manufacturers. Customers can furthermore combine different software components freely with other components by HELLA or third-party providers while integrating newly available functions via software updates. "As a customer of a closed system with already fully-integrated functions, you

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always have to buy the entire software package. If later on, you're looking for an update that wasn't contained previously, e.g. a new traffic sign or a completely new function, you have no choice but to wait for a new product generation", says Talmi. "By offering an open software system, we do allow for such flexible, individual upgrades. Since this also comprises functions for automated driving based on highly complex deep learning methods, our software system can be applied across all development stages, including the autonomous driving stage."

HELLA Aglaia is among the world's leading developers of intelligent visual sensor systems. The Berlin-based subsidiary specialized in image processing and software solutions has recently expanded its headquarters and moved into a new office building in the renowned Campus Ullsteinhaus. HELLA Aglaia currently employs about 300 persons. This number is projected to increase over time to up to 500.

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HELLA GmbH & Co. KGaA , Lippstadt: HELLA is a global, family-owned company, listed on the stock exchange, with around 38,000 employees at over 125 locations in some 35 countries. The HELLA Group develops and manufactures products for lighting technology and electronics for the automotive industry and also has one of the largest retail organizations for automotive parts, accessories, diagnostics, and services within Europe. With nearly 7,000 people working in research and development, HELLA is one of the most important innovation drivers on the market. Furthermore, with sales of 6.6 billion euros in the fiscal year of 2016/2017, the HELLA Group is one of the top 40 automotive parts suppliers in the world and one of the 100 largest German industrial companies.

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