

Arada Systems Collaborates with Renesas Electronics America to Develop Connected Car Technology for a Safer Driving Experience

Yokohama, Japan and Troy, Michigan, May 20th 2015. Arada Systems today announced their collaboration with Renesas Electronics America, a premier provider of advanced semiconductor solutions to develop a Vehicle-to-Vehicle (V2X) system at the Japan Society of Automotive Engineering (JSAE) Annual Convention in Yokohama. The combined solution will prevent roadside collisions to compliment Advanced Driving Assisted Systems (ADAS). This collaboration brings together the expertise of the world's leading automotive semiconductor supplier and the leading V2X solution provider to offer automotive OEMs and Tier-1s a robust and reliable [Connected Vehicle Technology](#) that improves collision prevention capabilities for ADAS.

“Connected vehicle technologies can contribute significantly to creating a safer driving experience, offering extended perception of the automotive environment, and real-time responsiveness that extends the drivers’ capabilities to react to potential obstacles,” said Amrit Vivekanand, vice president of automotive, Renesas Electronics America. “We are excited about the new capabilities that this collaboration will bring to the next-generation of connected cars.”

“Arada is pleased to partner with Renesas to promote V2X in OEM solutions”, said Praveen Singh, CEO of Arada Systems, Inc., “As V2X moves forward towards the mainstream, global OEMs will gain by having semiconductor companies like Renesas incorporate their chipsets with our comprehensive solution that is field tested in several deployments worldwide.”

According to the National Highway Traffic Safety Administration ([NHTSA](#)), there are over 33,000 fatalities and five million vehicle crashes that have occurred annually that could potentially be avoided using Connected Vehicle Technology. V2X technology allows vehicles to reliably interact with each other when travelling at high-speeds, providing drivers warnings about potential hazards, enabling collision avoidance, or even automatically responding to changing driving conditions faster than typical human reaction times. NHTSA has stated that V2X technology can reduce up to 80% of the crashes in the U.S. The [new legislation](#) submitted to the U.S. Congress will eventually mandate V2X technology to be integrated with existing vehicle safety features to optimize driver safety and fuel efficiency. Many major auto manufacturers have already begun to develop their V2X roadmaps.

Arada Systems and Renesas Electronics are working closely to develop a V2X solution for active safety systems, such as collision avoidance, as well semi-autonomous driving functions. The solution will leverage Renesas’ high-performance, state-of-the-art R-Car System-on-Chip (SoC) along with Arada Systems’ DSRC/WAVE solution based on the IEEE 802.11p protocol. In addition, Arada Systems will provide IEEE 1609.x protocols for architecture, security services and management of messages, networking, and multimodal operations.

For more information visit us at @ARADASYSTEMS on Twitter and on facebook at <http://www.facebook.com/aradasystems>. For more information on Renesas, follow Renesas Electronics America at @RenesasAmerica on Twitter and <http://www.facebook.com/RenesasAmerica>.

About Arada Systems

Arada Systems develops, licenses and provides end to end solutions for the next generation Connected and Semi-Autonomous Vehicle Technologies. The company has been developing V2X solutions using dedicated short range communications (DSRC) for over 15 years. The team comprises of Ex-Qualcomm-Atheros engineers who invest heavily in promoting safety, leveraging 5.9 GHz DSRC, Bluetooth, and GPS in vehicular and non-vehicular safety for automotive, freight, rail, pedestrian and bicyclists. Arada's V2X products include its very well recognized LocoMate series of V2X Roadside for infrastructure and On-Board units (V2X). It is the first company to create a mobile DSRC V2X device for pedestrian safety. Arada's V2X On-Board units are currently being used in test autonomous vehicles.

Arada Systems Media Contact:

Arada Systems News Department
news@aradasystems.com