

## **Israeli Startup TriEye Collaborates with Porsche to Help Drivers “See” Better in Low Visibility Conditions**

Israeli startup [TriEye](#), whose Short-Wave Infra-Red (SWIR) sensing technology enhances visibility in adverse weather and night-time conditions, announced a collaboration with the German sports car manufacturer [Porsche](#), to further improve visibility and performance of Advanced Driver Assistance Systems (ADAS) and Autonomous Vehicles (AV).

As ADAS systems are expected to operate under a wide range of scenarios, car manufacturers have recognized the need to integrate advanced sensing solutions. Even when combining several sensing solutions such as radar, lidar and standard cameras, it is not always possible to accurately detect and identify all objects on the road when visibility is limited.

In order to address this particular challenge Porsche has identified TriEye’s CMOS-based SWIR camera as an important component to achieve better visibility capabilities especially in adverse weather conditions.

“Our collaboration with Porsche has been exceptional from day one and we look forward to growing this potential,” said Avi Bakal, CEO and Co-Founder of TriEye. “The fact that Porsche, a leading car manufacturer, has decided to invest in TriEye and evaluate TriEye’s CMOS-based SWIR camera to help further improve Advanced Driver Assistance Systems (ADAS) is a significant vote of confidence in our technology,”

The news comes following TriEye's August announcement that it has expanded its Series A funding round led by Intel Capital, with the participation of Porsche Ventures, Marius Nacht and existing investor Grove Ventures.

## **About TriEye**

TriEye is a Tel Aviv based semiconductor company solving the low visibility challenges for Advanced Driver Assistance Systems (ADAS) and Autonomous Vehicles (AV). TriEye's groundbreaking solution is based on nearly a decade of research, enabling HD imaging under all weather and lighting conditions, using a cost-effective CMOS-based SWIR camera. TriEye's SWIR camera provides image data that standard vision cameras just cannot "see". For more information, visit [www.TriEye.tech](http://www.TriEye.tech)

## **About Porsche AG**

Dr. Ing. h.c. F. Porsche AG, with headquarters in Stuttgart-Zuffenhausen, is one of the most profitable car makers in the world. In 2018, Porsche delivered 256,255 vehicles of the 911, Cayenne, Macan, Panamera, 718 Boxster and Cayman models to customers worldwide. That was 4 per cent more than the year before. Thereby, the sports car manufacturer's operating profit amounted to 4.3 billion euros, up seven per cent from the previous year's comparative figure. Porsche operates plants in Stuttgart and Leipzig as well as a development centre in Weissach. The sports car maker employs 34,675 people. The Porsche principle of getting the most out of all opportunities stems from the racetrack and is embodied in every vehicle. Thanks to its high-quality standards, 70 per cent of all Porsches ever built are still on the street today.