

## Automotive ADAS feature saves lives with flexible HW (FPGA etc.) – practical implementation reference.

**Name** Tryggve Mathiesen

**Abstract text**

Automobile accidents are currently killing 1.25 million people per year worldwide and that figure is rising. It will soon reach 2 million people per year. A chilling statistic. Consumer surveys show that people want safety features in cars, that these safety features sell cars, and that interest in ADAS features is actually higher than for any other electronics-based automotive category. Consumers want these ADAS safety features even more than infotainment accessories, which fall well down the list of desired features.

The new mantra is “avoiding collisions.”

Key automotive applications for Smarter Vision technologies include:

Self parking

Surround view

Adaptive cruise control

Lane-departure warning

Distance alert

Why is ADAS growing so fast?

Governments are pushing for it to reduce the carnage

Automakers want new differentiating features and 5-star safety ratings

Consumer interest is growing

This presentation show how FPGA enables ADAS systems, with even growing system performance demands, saving lives in the traffic.