THE HANSEN REPORT

ON AUTOMOTIVE ELECTRONICS

Editorial Notes

Dear Reader,

Pedestrian fatalities in the USA hit a 30-year high in 2019. A majority of pedestrians are killed at night. While ordinary cameras don't see pedestrians well at night, thermal cameras do. Despite its potential to save lives, many carmakers aren't knocking down Veoneer's doors to get access to the company's latest night-vision technology.

Night-vision systems are pricey, and that has been an obstacle, but the consumer price of night vision doesn't need to be so high. With each new generation, Veoneer has significantly reduced its price to OEMs, and is doing so again now with its fourth generation. Car-makers have not been passing these cost reductions on to consumers. German carmakers typically charge more than 2200 euros for night-vision systems. They could sell them for less than 500 euros and still make a profit.

According to Veoneer, night-vision systems alert the driver to vulnerable road users 100 m ahead of the vehicle, and depending on the speed of travel, give the driver up to 10 s to react. However, before night-vision systems can find

much greater penetration, an authoritative study is needed that asserts that night-vision's capabilities translate into significantly improved pedestrian safety. Then carmakers, along with their suppliers, need to convince themselves that much lower prices will not only lead to greater penetration and improved pedestrian safety, but they will also be good for business.

Cordially,

Paul Hansen
Editor

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IMPRINT

THE HANSEN REPORT

on Automotive Electronics
5/2020, Volume 33 / ISSN (Online) 2192-91143

Springer Vieweg | Springer
Fachmedien Wiesbaden GmbH
P. O. Box 15 46 · 65173 Wiesbaden · Germany
Abraham-Lincoln-Straße 46 ·
65189 Wiesbaden · Germany
www.springerprofessional.de/en/atzelectronics-worldwide/5013758
Amtsgericht Wiesbaden, HRB 9754
USt-IdNr. DE81148419

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