

## **Brodmann17 and Varroc Lighting Systems collaborate to bring the next generation of ADAS to the mass market**

**Tel Aviv, Israel and Plymouth, Michigan, March 20, 2020** – Brodmann17, a mobility software company providing vision-based AI solutions for the automotive industry, and [Varroc Lighting Systems](#), a leading global supplier of innovative exterior vehicle lighting systems and electronics, announced their partnership today to demonstrate the integration of advanced driver assistance system (ADAS) camera modules and low-power distributed edge processing in Varroc's next generation headlamp assemblies.

“We are excited to see that high-end ADAS functionalities will soon be available to drivers as a part of an integrated headlamp assembly, and at a price point that is affordable to everyone. Functions such as Forward Collision Warning, Lane Departure Warning, and Adaptive Driving Beam are important safety features in passenger cars. Bringing these potentially life-saving features to the mass market was the Brodmann17 mission from day one” said Adi Pinhas, Co-founder and CEO of Brodmann17. “Varroc is well-positioned to offer these features as an integrated solution in their headlamp assemblies.”

“Brodmann17's deep learning software technology is efficient and lightweight in terms of the required processing power, which allows true edge processing at the module level. Their faster neural-network, coupled with class leading feature set and accuracy, will allow us to further enhance and evolve Adaptive Driving Beam technologies.” said Todd Morgan, SVP of Product Development at Varroc Lighting Systems. “The integration of ADAS sensors is a key area of focus for Varroc, and we have begun to demonstrate how perception algorithms and lighting technologies can work in synergy to optimize vehicle safety. Since lamps are located on the strategic four corners of the vehicle, we can provide ideal locations for many ADAS functions, especially in night time driving situations. While perception algorithms can also provide targeted control of adaptive spotlighting to reduce potential hazardous conditions, such as pedestrian crossings and vehicle intersections.”

### **About Brodmann17**

Brodmann17 provides software-only deep-learning perception technology for ADAS and Automated Driving. Brodmann17's patented software architecture delivers state-of-the-art accuracy while consuming only a fraction of compute power, bringing automated driving from the premium to the mass market. The solution is built from the ground up and designed to meet the industry's toughest standards for the world's largest OEMs and Tier-1 automotive suppliers.

For more information, visit <https://www.brodmann17.com>

### **About Varroc Lighting**

Varroc Lighting Systems is a leading global supplier of innovative automobile and two-wheeler lighting solutions. Focused on safety, mobility and style, Varroc Lighting Systems brings leading-edge technology to the mainstream automotive market with high-quality and cost-competitive solutions. Headquartered in Plymouth, Michigan, U.S., the company has more than 8,000 employees worldwide with operations in Africa, Asia, Europe, North America, and South America.