

Presse Press

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Osram partners with Joyson Safety Systems to provide driver monitoring system for semi-autonomous driving

Oslon Black SFH 4715S infrared LED (IRED) from Osram Opto Semiconductors enable driver monitoring capability for improved safety

Osram Opto Semiconductors and Joyson Safety Systems are equipping the new Cadillac CT6 with an innovative system for semi-autonomous driving. ‘Super Cruise’ is the industry’s first true hands-free driving technology for the highway. Osram’s infrared and LED components, which are embedded in Joyson Safety Systems’ steering wheel for the Cadillac CT6, allow the system to monitor driver attentiveness by tracking his or her head position to ensure drivers are watching the road ahead while ‘Super Cruise’ is engaged.

‘Super Cruise’ represents the next evolution of adaptive cruise control and works only if the driver is paying attention to the road ahead. To that end, Joyson Safety Systems worked with Osram to design a steering wheel that features an embedded infrared camera that tracks the driver’s head position and gaze to confirm the driver’s eyes are on the road at all times. If the driver looks away from the road for too long, the ‘Super Cruise’ system will send a series of alerts for the driver to resume supervision of the road. In the limited event when a driver becomes completely unresponsive, the Cadillac CT6 utilizes the full capability of onboard driver assistance technologies to bring the car to a controlled stop.

The Joyson Safety Systems’ steering wheel is equipped with Osram’s Oslon Black SFH 4715S IREDs that helps track eye movement, as well as with Osram’s RGB Multiled to indicate to the driver when the ‘Super Cruise’ system is operating and what function it is currently performing. For instance, the LED lights turn green when the ‘Super Cruise’ system is engaged. The lights turn blue when the system senses the driver might not be paying attention, and turn red when the system disengages. The LEDs also blink when the IREDs are blocked from viewing the driver’s eyes.

“We are pleased to partner with Joyson Safety Systems on Super Cruise,” said Rajeev Thakur, Marketing Manager, Osram Opto Semiconductors. “Our visible and infrared LEDs place us in a unique position to collaborate with a variety of dynamic development partners looking to innovate advanced driver assistance systems – from driver monitoring, to LiDAR, adaptive headlights and more. Partnerships like this will continue to allow us to advance mobility and create safer transportation solutions.”

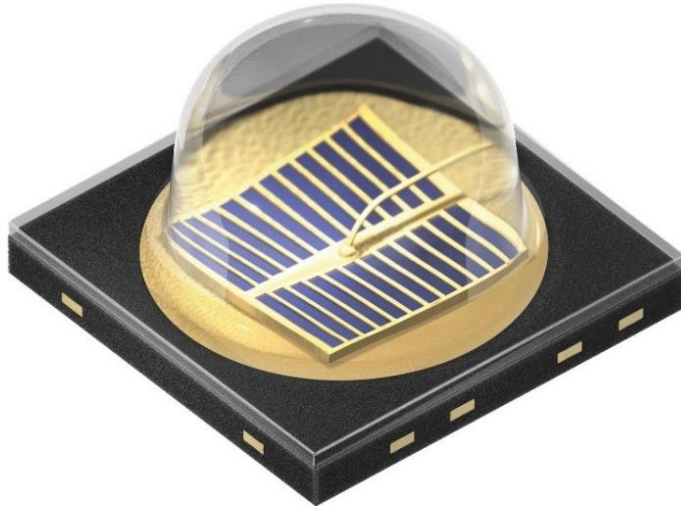
“We are proud of this successful partnership with Osram, and we are convinced this Driver Monitoring System will play an important role in reducing distracted driving and enhancing road traffic safety,” said Kirk Morris, Chief Strategy Officer of Joyson Safety Systems.

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Osram's Oslon Black SFH 4715S infrared LEDs (IREDs) are featured in Joyson Safety Systems' steering wheel for driver monitoring.
Picture: Osram



The 2018 Cadillac CT6 features Super Cruise, the industry's first true hands-free driving technology for the highway.
Picture: General Motors

ABOUT OSRAM

OSRAM, based in Munich, is a leading global high-tech company with a history dating back more than 110 years. Primarily focused on semiconductor-based technologies, our products are used in highly diverse applications ranging from virtual reality to autonomous driving and from smartphones to smart and connected lighting solutions in buildings and cities. OSRAM uses the endless possibilities of light to improve the quality of life for individuals and communities. OSRAM's innovations enable people all over the world not only to see better, but also to communicate, travel, work and live better. OSRAM has approximately 26,400 employees worldwide as of end of fiscal 2017 (September 30) and generated revenue of more than €4.1 billion. The company is listed on the stock exchanges in Frankfurt and Munich (ISIN: DE000LED4000; WKN: LED 400; trading symbol: OSR). Additional information can be found at www.osram.com.

ABOUT JOYSON SAFETY SYSTEMS

Joyson Safety Systems is a global leader in mobility safety providing safety-critical components, systems and technologies to automotive and non-automotive markets. Joyson Safety Systems is headquartered in Auburn Hills, Michigan, USA, with a global network of more than 50,000 employees in 25 countries. It is a subsidiary of Ningbo Joyson Electronic Corp. (SHA: 600699, "Joyson Electronics"). www.joysonsafety.com