1. **News Release**

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**Renesas Electronics Wins Tech.AD Special Jury Award 2018 with R-Car V3M-Based Front Camera Solution**

**Düsseldorf, March 13, 2018 ―** Renesas Electronics Corporation (TSE:6723), a premier supplier of advanced semiconductor solutions, today announced that it has won the Tech.AD Special Jury Award 2018 with its [R-Car V3M-based front camera solution](https://www.renesas.com/about/press-center/news/2017/news20171205.html) for advanced driver assistant systems (ADAS) and automated driving (AD). The solution, based on Renesas hardware and HELLA Aglaia software, is part of Renesas’ open, innovative and trusted [Renesas autonomy™ Platform](https://www.renesas.com/about/press-center/news/2017/news20170411c.html) delivering end-to-end automotive solutions from secure cloud connectivity and sensing to vehicle control.

The award ceremony was held during [Automotive Tech.AD Berlin](https://autonomous-driving-berlin.com/) on March 5 at TITANIC Chaussee in Berlin, Germany. Presented by [we.CONECT](http://we-conect.com/), a leading business information company, the prestigious Tech.AD Award exclusively recognizes, celebrates, and honors exceptional projects for automotive safety, ADAS and AD. The jury consisted of Dr. Brendan Chan from Navistar, Dr. Florian Baumgärtner from Daimler and David Sanchez from Jaguar Land Rover.

The front camera solutions from the Renesas autonomy Platform ensure scalability from NCAP systems (Note 1) using R-Car V3M, to level 3 and level 4 (SAE levels of automation, Note 2) front camera systems based on the recently announced R-Car V3H. The open solutions unlock the front camera market by giving system manufacturers the choice to implement their own differentiators or work with Renesas’ global leading partners, such as HELLA Aglaia.

“The R-Car V3M based front camera solution enables product differentiation and faster time-to-market for applications targeting the rapidly-growing front camera market, which is expected to exceed 200 million units over the next five years,” said Jean-Francois Chouteau, Vice President of ADAS Solution Business Division at Renesas Electronics Corporation. “As the automotive semiconductor industry leader, Renesas is committed to providing open, innovative, and trusted solutions for assisted and automated driving. We are honored that our R-Car V3M-based front camera solution and the open business model has received the Tech.AD Special Jury Award 2018.”

(Note 1) NCAP (New Car Assessment Program):

A government [car safety](https://en.wikipedia.org/wiki/Car_safety" \o "Car safety) program tasked with evaluating new automobile designs for performance against various safety threats.

(Note 2) SAE International’s standard J3016: Taxonomy and Definitions for Terms Related to On-Road Motor Vehicle Automated Driving Systems, delivers a harmonized classification system and supporting definitions that identify six levels of driving automation from “no automation” to “full automation”.

**About Renesas Electronics Corporation**

Renesas Electronics Corporation ([TSE: 6723](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.jpx.co.jp_english_&d=DwMFAg&c=9wxE0DgWbPxd1HCzjwN8Eaww1--ViDajIU4RXCxgSXE&r=mWLUx0QVt25BWK-MZ29zLPLQHyv8UpUkXzcgXaA3aWQ&m=DYdTH9hu-7LaulV1SVM6YKpZz_t6AqnyxumFHk-LqFg&s=UlMPBZIH1yicvEPu6e6QHB45plYIXPqV-0XV5KGZZl0&e=)) delivers trusted embedded design innovation with complete semiconductor solutions that enable billions of connected, intelligent devices to enhance the way people work and live—securely and safely. A [global](https://urldefense.proofpoint.com/v2/url?u=https-3A__www.renesas.com_en-2Dhq_about_company_profile_global.html&d=DwMFAg&c=9wxE0DgWbPxd1HCzjwN8Eaww1--ViDajIU4RXCxgSXE&r=mWLUx0QVt25BWK-MZ29zLPLQHyv8UpUkXzcgXaA3aWQ&m=DYdTH9hu-7LaulV1SVM6YKpZz_t6AqnyxumFHk-LqFg&s=QqlGBR6MYbo1eiGXo2ZMywSeWE80hPtBOrhrwz73p94&e=) leader in microcontrollers, analog, power and SoC products, Renesas provides the expertise, quality, and comprehensive solutions for a broad range of Automotive, Industrial, Home Electronics, Office Automation and Information Communication Technology applications to help shape a limitless future. Learn more at [renesas.com](https://urldefense.proofpoint.com/v2/url?u=http-3A__www.renesas.com_&d=DwMFAg&c=9wxE0DgWbPxd1HCzjwN8Eaww1--ViDajIU4RXCxgSXE&r=mWLUx0QVt25BWK-MZ29zLPLQHyv8UpUkXzcgXaA3aWQ&m=DYdTH9hu-7LaulV1SVM6YKpZz_t6AqnyxumFHk-LqFg&s=K6LsuehJosLLwcPcYTcAHq30edFyKPiV7ZQDlE_PO1A&e=).

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