# At TU-Automotive Detroit, Velodyne LiDAR to Help Make Sense of Sensor-Driven Future for Autonomous Vehicles

## Which Way for Sensors? Velodyne's Wolfgang Juchmann to Offer LiDAR Market Leader's POV During Nation's Biggest Connected Car Event

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Increasingly, it's clear that the safety and success of autonomous vehicles hinges on real-time 3D LiDAR sensors. Helping make sense of a sensor-driven future, Velodyne LiDAR will share its POV during TU-Automotive Detroit. Formerly Telematics Detroit, TU-Automotive Detroit is the world's largest conference and exhibition dedicated to automotive technology innovation, with 150 speakers, 200 booths and some 3,000 attendees.

Velodyne LiDAR family: from left, HDL-64, HDL-32E, VLP-16 LiDAR Puck

Velodyne is recognized worldwide for creating the standard for high-definition, real-time 3D LiDAR (Light Detection and Ranging) sensors for autonomous vehicle applications, effectively creating enabling technology for the industry. Velodyne introduced LiDAR during the 2004-2005 DARPA Grand Challenge and has since optimized it for self-driving cars. Today, Velodyne's multi-channel 3D sensors are used by virtually every car manufacturer and tier 1 supplier in the auto industry, as well as major vehicle manufacturers outside the established car business. The market analyst firm Frost & Sullivan recently honored the company -- and the new VLP-16 LiDAR Puck -- with its 2015 North American Automotive ADAS (Advanced Driver Assistance System) Sensors Product Leadership Award, reporting that Velodyne "has developed the right product at the right price, giving them a critical competitive advantage in the market (with a) "a 'best of both worlds' offering."

WHO: Wolfgang Juchmann, PhD., Director, Sales & Marketing, Velodyne LiDAR.

Juchmann has more than 15 years of international experience in technical sales, product management, and marketing of industrial lasers and optical products for a variety of applications. The combination of Juchmann's technical background, commercial experiences, and his passion for customer satisfaction are unique factors that enable him to profitably lead new product developments for Velodyne's LiDAR division, as well as manage existing product portfolios with an intimate awareness for the customer's expectations. Juchmann earned his Ph.D. in Laser Spectroscopy of combustion flames and thin-film deposition plasmas from the University of Heidelberg, Germany.

WHAT: TU-Automotive Detroit: Automotive Reinvented - Technology First
"Sensors: Detecting Their Future"

Autonomous Track
Juchmann will provide a look into the R&D that is defining sensor specs, including 64-channel LiDAR, while offering insight on creating reliable, market-ready, future-proofed sensors. Acknowledging that accuracy is not the only conundrum, he will outline size, weight and cost restrictions for commercially viable sensors to ensure maximum energy efficiency. Juchmann will tackle the question of whether automakers will allow for sensors to be replaced by third parties or permit only proprietary systems.

Moderator: Phil Magney, Principal Analyst – Automotive, Vision Systems Intelligence, LLC.

WHEN: Day One, June 3 - 4:00 p.m.-4:30 p.m.

WHERE: Sapphire/Ruby Ballroom
Suburban Collection Showplace
Novi, MI

About Velodyne LiDAR
Founded in 1983 and based in California's Silicon Valley, Velodyne Acoustics, Inc. is a diversified technology company known worldwide for its high-performance audio equipment and real-time LiDAR sensors. The company's LiDAR division evolved after founder and inventor David Hall competed in the 2004-05 DARPA Grand Challenge using stereovision technology. Based on his experience during this challenge, Hall recognized the limitations of stereovision and developed the HDL64 high-resolution LiDAR sensor. Velodyne subsequently released its compact, lightweight HDL 32E sensor, available for many applications including UAVs, and the new VLP-16 LiDAR Puck, a 16-channel real-time LiDAR sensor that is both substantially smaller and dramatically less expensive than previous generation sensors. Market research firm Frost & Sullivan has honored the company and the VLP-16 with its 2015 North American Automotive ADAS (Advanced Driver Assistance System) Sensors Product Leadership Award. Since 2007, Velodyne's LiDAR division has emerged as a leading developer, manufacturer and supplier of real-time LiDAR sensor technology used in a variety of commercial applications including autonomous vehicles, vehicle safety systems, 3D mobile mapping, 3D aerial mapping and security. For more information, visit

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Velodyne LiDAR Puck

http://www.velodynelidar.com. For the latest information on new products and to receive Velodyne's newsletter, register here.

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