

Frost & Sullivan Honors Velodyne LiDAR with 2015 North American Automotive ADAS Sensors Product Leadership Award

Prestigious Analyst Firm Calls VLP-16 Puck 'Right Product at the Right Price'

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Velodyne LiDAR announced today that Frost & Sullivan, the prestigious market research firm, has honored the company with its 2015 North American Automotive ADAS (Advanced Driver Assistance System) Sensors Product Leadership Award.

In a 12-page report, the analyst firm, which is based in San Antonio, lauded Velodyne's new VLP-16 LiDAR Puck, a 16-channel real-time 3D LiDAR sensor that is both substantially smaller and significantly less expensive than previous generation sensors.

"Frost & Sullivan feels that Velodyne has developed the right product at the right price, giving them a critical competitive advantage in the market," noted the report, issued by the firm's Best Practices Research Group.

"By amalgamating best-in-class quality, superior functionality, unrivaled reliability and affordability, Velodyne has truly engineered a 'best of both worlds' offering."

"As an important go-to resource for corporate decision-making, Frost & Sullivan evaluates technologies across the spectrum, which is why its word carries such great weight as organizations make procurement decisions," said Wolfgang Juchmann, Director of Sales & Marketing, Velodyne LiDAR. "We're honored and delighted by the recognition, but even more, we greatly appreciate the depth and quality of Frost & Sullivan's analysis of the VLP-16."

According to the report, "the VLP-16 offers tremendous growth potential in the future, with sales expected to cross several thousands of units when autonomous vehicles become a norm in the industry. LiDAR systems used in demonstrator vehicles cost between \$75,000 and \$85,000; in contrast, Velodyne's VLP-16 is roughly \$8,000, one-tenth the cost of premium-priced LiDAR systems... To be a product leader, companies must introduce innovative and highly effective solutions that address key industry challenges. Frost & Sullivan is convinced that Velodyne has accomplished this with its VLP-16 sensor system."

Frost & Sullivan observes that "market trends have driven sensor manufacturers to charge a premium price for their different sensors, yet [our] analysis shows that this premium pricing is turning OEMs off. As vehicles become more and more autonomous, companies that can bridge the gap between cost and quality will become the industry's 'preferred vendors.' Despite the current market being in a nascent stage, 9 out of 10 OEMs use a Velodyne sensor, giving clear evidence of the company's excellent reputation in the industry."

Summing up, Frost & Sullivan concludes that the VLP-16 "is on par with 64-channel systems in terms of its reliability and functionality yet it is much more affordable, increasing the system's adoption potential. The VLP-16... was developed with the purpose of catering to mass-market consumers, boasting essential features such as real-time, 360°, 3D distance, and calibrated reflectivity measurements... By meeting key market needs and concomitantly offering the best of both worlds, Frost & Sullivan firmly believes Velodyne's solution to be the most compelling ADAS sensor in the Automotive space today."

About Frost & Sullivan

Frost & Sullivan, the Growth Partnership Company, enables clients to accelerate growth and achieve best in class positions in growth, innovation and leadership. The company's Growth Partnership Service provides the CEO and the CEO's Growth Team with disciplined research and best practice models to drive the generation, evaluation and implementation of powerful growth strategies. Frost & Sullivan leverages almost 50 years of experience in partnering with Global 1000 companies, emerging businesses and the investment community from 31 offices on six continents. To join our Growth Partnership, please visit <http://www.frost.com>.

Frost & Sullivan's 360-degree research methodology represents the analytical rigor of its research process. It offers a 360-degree-view of industry challenges, trends, and issues by integrating all 7 of Frost & Sullivan's research methodologies. Too often, companies make important growth decisions based on a narrow understanding of their environment, leading to errors of both omission and commission. Successful growth strategies are founded on a thorough understanding of market, technical, economic, financial, customer, best practices, and demographic analyses. The integration of these research disciplines into the 360-degree research methodology provides an evaluation platform for benchmarking industry players and for identifying those performing at best-in-class levels.

About Velodyne LiDAR



Velodyne LiDAR's David Oroshnik (left) receiving award

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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. 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. Velodyne is the 2015 recipient of Frost & Sullivan's North American Automotive ADAS Sensors Product Leadership Award. For more information, visit <http://www.velodynelidar.com>. For the latest information on new products and to receive Velodyne's newsletter, [register here](#).

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