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## [Velodyne LIDAR Puck wows Autotech Council meeting](#)

by [Brett Solomon](#) on May 31, 2015 at 1:14 am

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Velodyne VLP-16. Self-driving in the palm of our hand?

Visionary companies in the auto industry meet monthly at [the Autotech Council](#) to discover startups, educate themselves on new innovation, build partnerships, exchange insights, and grow their professional networks. The result is earlier discovery of new products and services, better understanding of technology's potential impact and timing, access to more entrepreneurs and investors, and in the big picture, getting better cars to market faster.

Wolfgang Juchmann is responsible for showing new LIDAR technology to automakers and suppliers.

Juchmann, who promised a smaller, more cost-competitive LIDAR sensor when he presented to the Council a year ago, reportedly kept that promise, brandishing Velodyne's new LIDAR Puck, designated the VLP-16, from his shirt pocket. With 16 channels of laser/detector pairs, according to Velodyne, the VLP-16 achieves 360-degree full surround view and 30-degree vertical field of view – all at a price of \$7,999.

Although Velodyne developed the Puck primarily for mapping from unassisted aerial vehicles (UAVs) and other mobile platforms, Juchmann reported “tremendous interest from automotive industry OEMs and Tier 1 suppliers.” Shipping of the VLP-16 began earlier this year, with the order backlog currently exceeding production capacity – a situation, Juchmann said, that will change by mid-year.

“We have already experienced a tenfold drop in price, from about \$80,000 for the initial model HDL-64E — famously displayed on [Google's self-driving car](#) — to \$8,000 today,” he said.

“We believe the price can be further reduced by at least another factor of 10, in parallel with an expected increase in market volume to millions of units per year. Velodyne is on record saying that we will not be a bottleneck for the commercialization of self-driving cars. Our 3D [LIDAR](#) sensors will be ready technologically and from a pricing point of view, once the auto industry has scaled for volume manufacturing of autonomous vehicles.”

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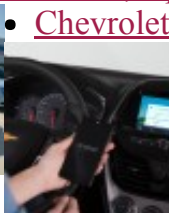


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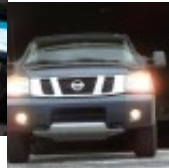
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