freescale™

👤 John Smith | 🛒 | Language ▾

Products | Applications | Software & Tools | Training & Events | Support & Communities

🔍 SEARCH KEYWORD/PART NUMBER

David's Freescale ▾ | [i] | Logout | Annotate | History | My Recommendations | My Favorites

🖨 ✉ 🐦 f ➕ Share

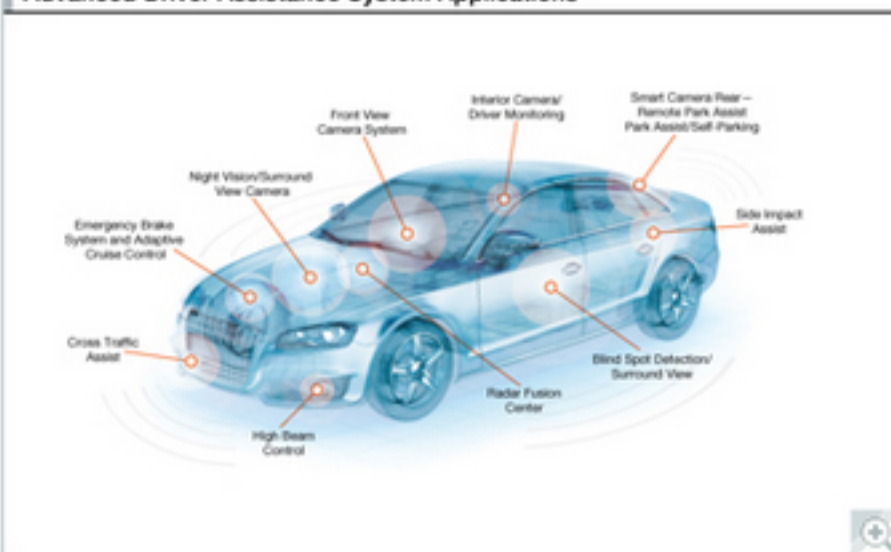Freescale ▶ Automotive ▶ Advanced Driver Assistance Systems (ADAS)

Advanced Driver Assistance Systems (ADAS)

A Safe Eye on the Road

Advanced Driver Assistance Systems (ADAS) are systems developed to assist, complement and eventually substitute the driver in the complex process of controlling a vehicle. ADAS provide features including adaptive cruise control, blind-spot monitoring, lane-departure warning, night vision, lane-keeping assist and collision warning systems with automatic steering and braking intervention. Predictive ADAS are designed to prevent accidents by taking partial control of the car's movement. These automated safe systems are paving the way for tomorrow's fully autonomous cars.

Advanced Driver Assistance System Applications

From today's safety assisted vehicles, to tomorrow's autonomous cars, Freescale is driving the world's most innovative ADAS solutions with our Auto, MCU, Analog and Sensors and Digital Networking portfolio expertise.

▸ **Ethernet Rear-View Camera**

▸ **Smart Rear-View Camera**

▸ **Front-View Camera**

▸ **Surround-View Park Assist**

▸ **77 GHz Radar System**

▸ **Multi-channel 77 GHz Radar Transceiver Chipset**

Bob Conrad
Senior VP & GM
Automotive MCUs
Freescale

Why ADAS Matters

1. **Increased Safety:** Active and passive safety systems can help to advance the goals of reduced driving risks and zero fatalities

2. **Greener Mobility:** Vehicles can better manage their navigation and consumption, thus reducing emissions for a smaller carbon footprint

3. **New Mobility:** Analysts predict more car sharing and less car ownership and new technology that will enable individual profiles per driver. Additionally, the advent of autonomous vehicles could spur the growth of a more cost-effective goods distribution network

4. **Connectivity While Moving:** As cars become more woven into the IoT, more data will be collected from them and consumers will continue to press for a connected driving experience customized just for them

Training & Events

On-Demand Training

Automotive Ethernet Camera Software Solution

AUTOSAR and ISO26262

Freescale Solutions for ADAS and Ethernet for Automotive

Read More

Articles

Freescale and Broadcom extend ADAS surround-view automotive cameras

Fact Sheets

77 GHz Radar Transceiver Chipset Fact Sheet (pdf)

White Papers

Increasing Automotive Safety through Embedded Radar Technologies (pdf)

Automotive Safety Innovations: When Will Zero Fatalities Become a Reality? (pdf)

Communities

Automobility Blog
by Freescale's automotive experts

Feedback

▲ Return to Top