

At CES, Keep an Eye Out for the White Lincoln MKZ, As Velodyne LiDAR and AutonomouStuff Preview Automated Research Development Vehicle

Demonstration Vehicle Neatly Integrates VLP-16 LiDAR Pucks – Will Spend CES Mornings at Treasure Island, Afternoons at the Westgate Hotel Near LVCC North Hall

LAS VEGAS ([PRWEB](#)) January 04, 2016 -- Combine LiDAR sensors with AutonomouStuff's automated research development platform and you've got a striking marriage of technologies — an ideal fit for CES 2016, courtesy of [Velodyne LiDAR](#) and [AutonomouStuff](#).

The solutions will come together in a white Lincoln MKZ, with two Velodyne VLP-16 LiDAR Pucks discreetly integrated just below each of the headlamps. Based at Treasure Island Hotel mornings from Jan. 6-8 and at the Westgate Hotel each afternoon, the demonstration vehicle will also be electronically controlled and outfitted with a camera.

AutonomouStuff, a Velodyne channel partner and Automotive Development Platform Solution provider, is working to advance autonomous driving by providing platform components that quickly enable vehicle automation. This includes the vehicle, 3D perception sensors like LiDAR (Light Detection and Ranging), radar, cameras and [Harbrick's PolySync™](#) middleware software. PolySync is an automotive focused software platform that pulls together millions of data points a second. Polysync Studio provides a real-time view from multiple perception sensors, thereby facilitating autonomous driving features for increased comfort and added safety. Representatives from Velodyne and AutonomouStuff will be available for interviews and commentary alongside the Lincoln MKZ.

“Our demonstration vehicle will enable members of the news media to get up close and personal with technologies that are now on the cusp of transforming the experience of driving,” said Bobby Hambrick, CEO, AutonomouStuff.

“Progress in autonomous vehicle development has been rapid precisely because companies like Velodyne and AutonomouStuff have been able to integrate these vital building block solutions quickly and effectively,” added Velodyne CEO Mike Jellen.

Velodyne LiDAR ([LVCC, North Hall - 3416](#)) has already transformed a market in hyper-growth mode. The company is recognized worldwide for developing high-definition LiDAR sensors for autonomous vehicle applications, 3D mapping and surveying, robots on land and sea and all manner of UAVs. Velodyne's LiDAR sensors are used by virtually every car manufacturer and tier 1 supplier in the business, as well as a few players outside the auto industry.

To view the Lincoln MKZ at CES, please contact Jennifer Spoerri at [Jennifer\(dot\)Spoerri\(at\)gmail\(dot\)com](mailto:Jennifer(dot)Spoerri(at)gmail(dot)com) or call Edge Communications, Inc. (323-469-3397).

About AutonomouStuff

AutonomouStuff is the world's leader in supplying components used to enable automation. Headquartered in the heart of Illinois, AutonomouStuff reaches the world as the leading single-source supplier of autonomous components and engineering services. The company was founded with the goal of bringing together the world's best technologies to enable autonomy and increase safety. For more information visit

www.AutonomouStuff.com

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/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 HDL-64 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 the 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 www.velodynelidar.com. For the latest information on new products and to receive Velodyne's newsletter, [register here](#).



Contact Information

Laurel Nissen

Velodyne

<http://www.velodynelidar.com>

408 465-2871

Ken Greenberg

.

<http://www.edgecommunicationsinc.com>

323-469-3397

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