

Iteris announced last week that their partner Valeo have won the contract to provide Iteris' LDW technology to another global, mass-market OEM. Iteris' LDW will be integrated into Valeo's multi-function front camera system and will be offered as an option on two new vehicles scheduled to start production in 2011.



As a pioneer in the field, Iteris' vision based LDW system was first introduced through their partner Valeo with Infiniti in 2004 and now is offered on four Infiniti vehicles sold domestically and two Nissan vehicles sold abroad. With the addition of this new OEM customer, Iteris' LDW system will now be available on eight vehicles offered by two global mass market OEM's worldwide.

Iteris' stand alone LDW system is a small, integrated unit consisting of a camera, onboard computer, and sophisticated image processing algorithms. The system's camera tracks visible lane markings and its algorithms detect when a vehicle drifts toward an unintended lane change. If this occurs, the system automatically emits a distinctive rumble strip or other audible/haptic warning, alerting the driver to make a correction.