

Hella have signed an exclusive deal with Samsung to develop a new rear-view camera for the automotive industry.



The camera will be the size of a US Quarter—about 24mm × 2 mm—and mass less than 14g. The camera gives the driver a 130-degree view behind the vehicle and can be installed virtually anywhere on the rear of the vehicle.

Automakers are moving to install rearview cameras in more of their vehicles in an effort to offer more safety features to consumers. Hella's move will put the company in direct competition with other auto parts makers already offering cameras.

Hella's new camera, known as RVC3, is expected to be in production by 2011.

“We are targeting virtually every car or truck designed to have a rear- camera system,” Martin Fischer, president of Hella Electronics and the US corporate centre.