

There are two new automotive-solution brands in Samsung Electronics' portfolio: Samsung Exynos Auto and Samsung ISOCELL Auto, both meant to bring cutting-edge application processor and image sensor technology solutions to the road.



Samsung Device Solutions Divisional VP Kenny Han says "With fast telecommunication, accurate sensing and powerful processing capabilities, Samsung's Auto-branded solutions will enable new driving experiences to next-generation smart vehicles".

On top of the powerful, efficient qualities of Exynos' mobile versions initially launched in 2011, Exynos Auto meets industry requirements for harsher environments, allowing automotive manufacturers to develop cutting-edge applications such as infotainment, ADAS and telematics.

Processors provided by Exynos Auto are sorted into three categories: the Exynos Auto V series for advanced in-vehicle infotainment systems, Exynos Auto A series for ADAS, and Exynos Auto T series for telematics solutions.

Samsung's ISOCELL image sensors have brought innovative imaging technologies to mobile products since 2017 and the new automotive lineup will help bring the power of sight to cars. Built on the company's pixel isolation technology, the sensors provide greater visibility of the road and surroundings even in low-light environments, while enabling more precise identification of objects. This allows, for example, vehicles to perceive road conditions or potential hazards even when driving through tunnels or other high-contrast environments.