

Confidential



Visual Intelligence Pioneer

STRADVISION

Perceiving the Road Ahead

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Company Overview

In 5 years since foundation in 2014, already at the mass production stage



Establishment

Founded in 2014;

Headquartered in South Korea and San Jose, CA



Software Product

Develops deep-learning based perception software using camera sensors for autonomous driving and ADAS



Production- ready

5 production projects with automotive OEMs in China and Germany (first SOP¹⁾ was in 2019)

ASPICE CL2 certified (2019)



Organization

110 employees;

Total 90 engineers in data, algorithm, optimization, software and quality assurance

Sales networks in Korea, Germany, Japan, China, US and India



Investment

Total funding of US\$ 40Mil (incl. Series B of 27Mil in Dec. 2019)

Investors include Hyundai Motor Company, Hyundai Mobis, LG Electronics and IDG Capital



Unique Selling Point

1. Maturity – production ready
2. Best for customer ADAS cameras – SoC platform independent
3. Fast adoptions of latest SoCs -

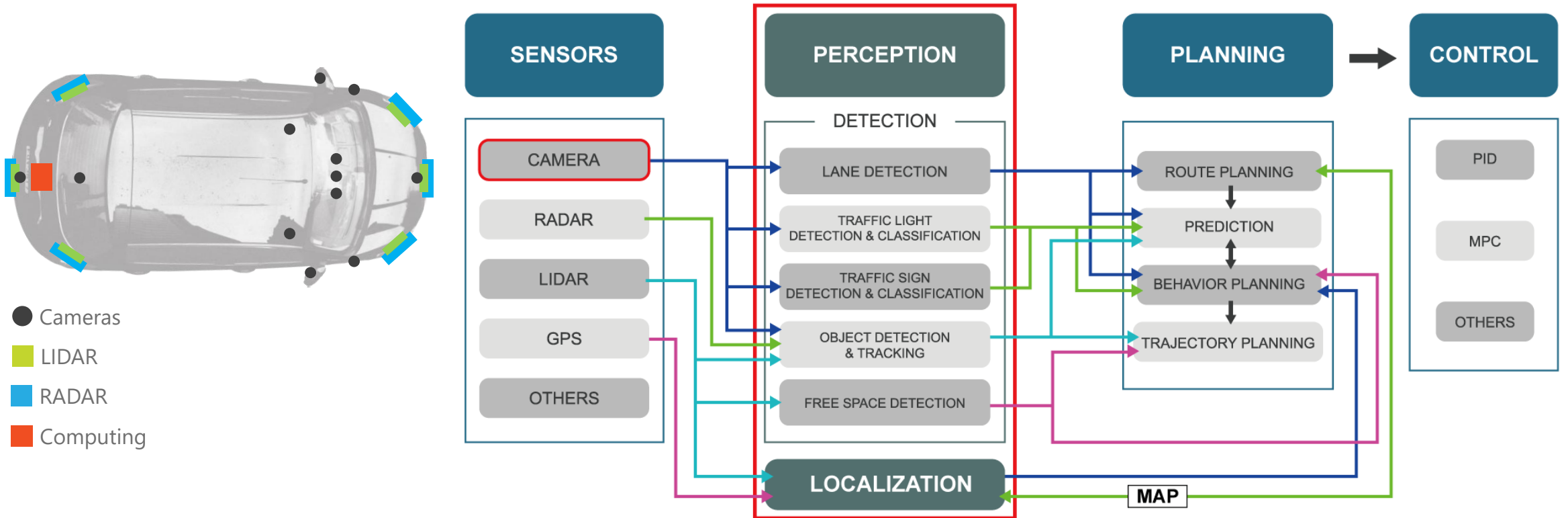
Business Area

Camera based perception, platform independent software

StradVision develops vision processing technology driving Advanced Driver Assistance Systems (ADAS) and Autonomous Vehicles

 StradVision's Coverage

Autonomous Vehicle Components and Technology



Leader in IP & Adaptation

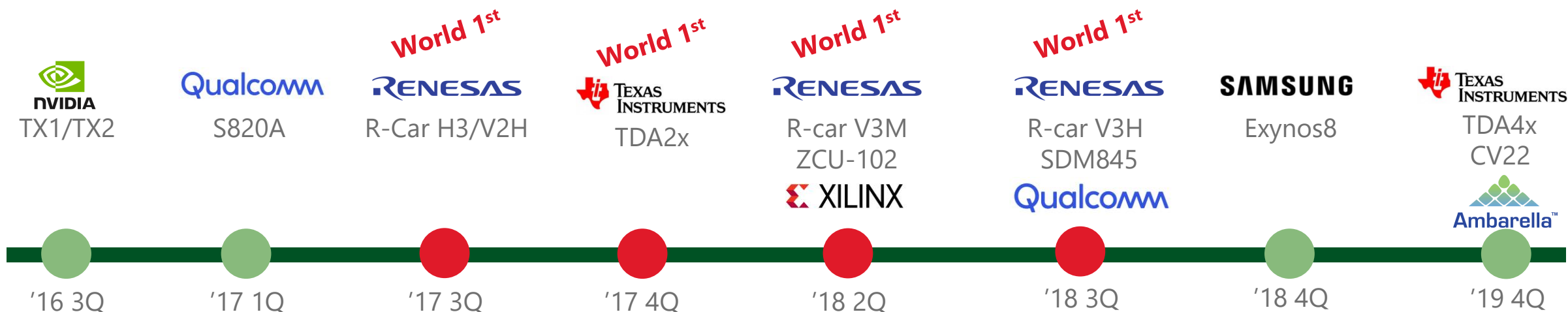
StradVision is at the forefront of identifying, utilizing, and adapting cutting edge platforms

Pragmatic innovator – 75 US patents issued, 79 in progress

- *Patents about application of deep neural networks (DNN):
efficient implement, training, faster inference, data engineering, and optimization*
- *Demonstrated the key idea of the IP via intensive experiments and optimization results*

Goal-oriented Quick Execution

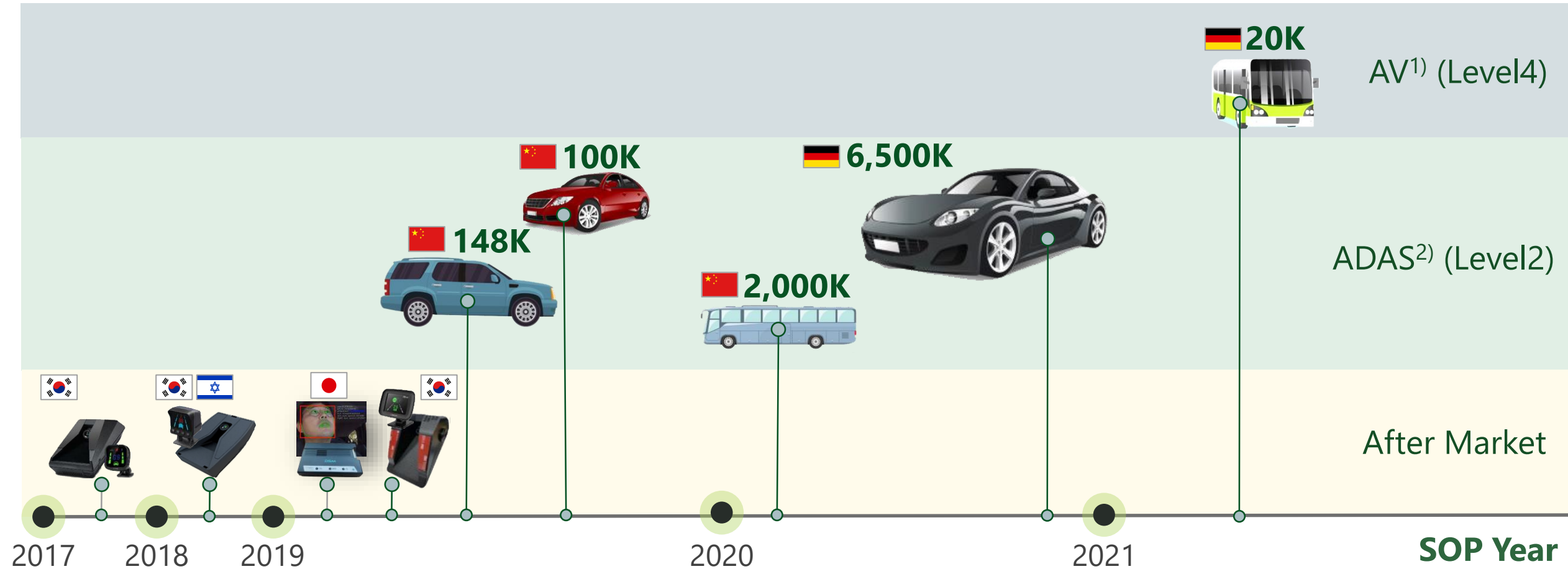
- *Constantly implementing DNN based object detection on embedded platforms within short periods (3~6 months)*



Products on the Road

Total 8.8 million vehicles are planned to be on the road with SVNet software

Unit: EA over lifetime



1) AV: Autonomous vehicles

2) ADAS: Advanced Drivers' Assistance Systems

Product – SVNet External

SVNet External enables vehicles to execute ADAS and self-driving functions

Functions Example

Forward Collision Warning



Traffic Sign Recognition



Speed Assistance



Pedestrian & Cyclist Warning



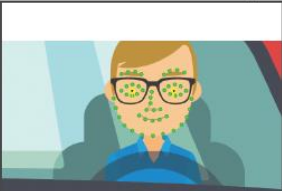
Pedestrian Collision Warning



Blind Spot Detection



Driver Status Monitoring



Lane Departure Warning



Displays



Platforms

RENESAS

R-Car



S32V

TEXAS
INSTRUMENTS

TDA

Qualcomm Snapdragon



NVIDIA

TX2 &
DPX2

Product – SVNet Internal

SVNet Internal monitors both driver's and passenger's status to enable a safe driving experience

Functions

- Simultaneous driver & passenger detection and assessment
 - Gaze Detection
 - Drowsiness Detection
 - Age & Gender Detection

Platforms

RENESAS

R-Car

TEXAS
INSTRUMENTS

TDA

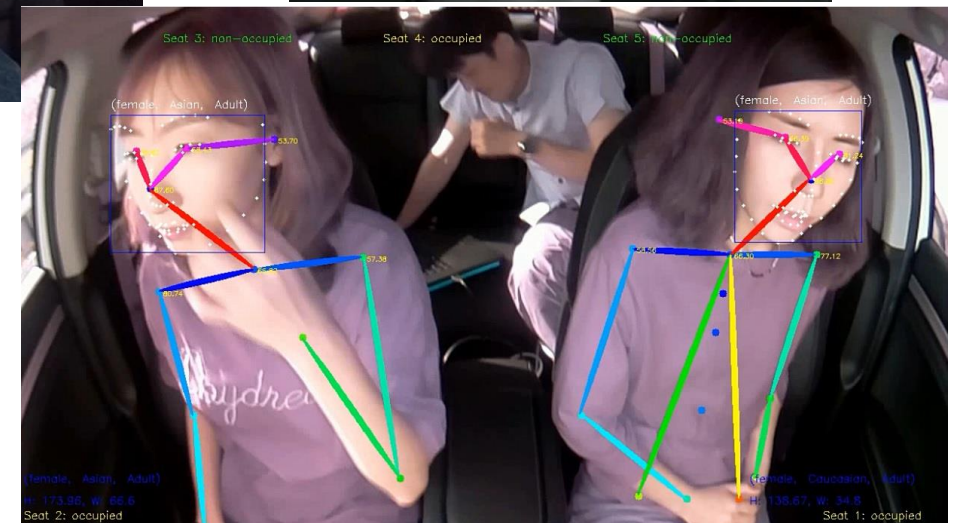
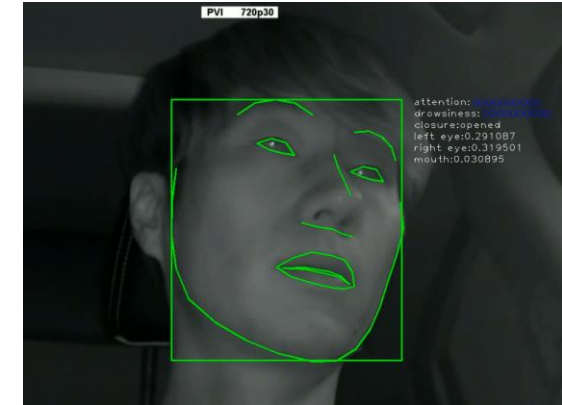
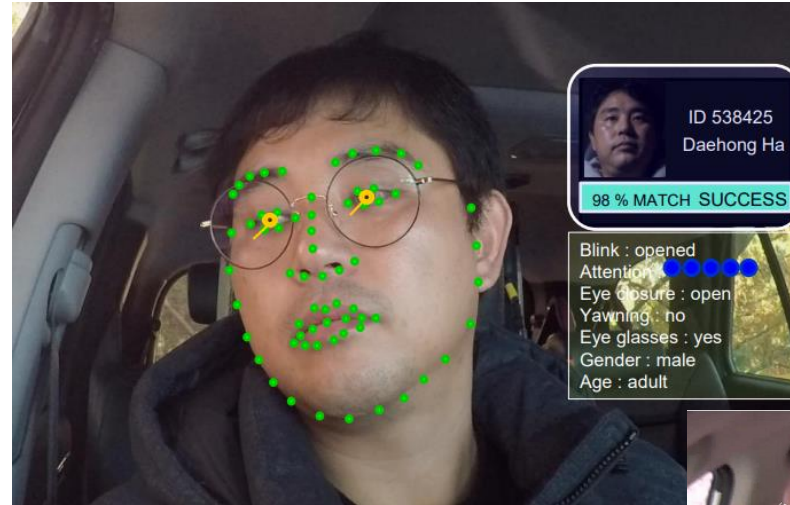
Qualcomm

Snapdragon

arm

CPU

Display



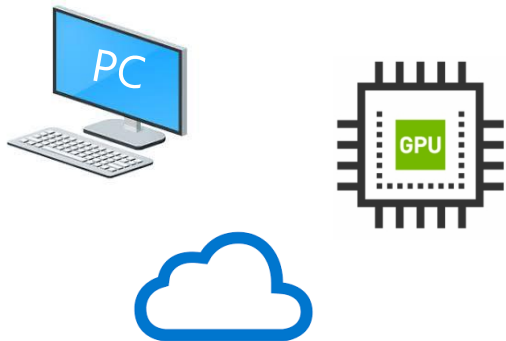
Product – SVNet Tool

Enables operational efficiency by guaranteeing data independence

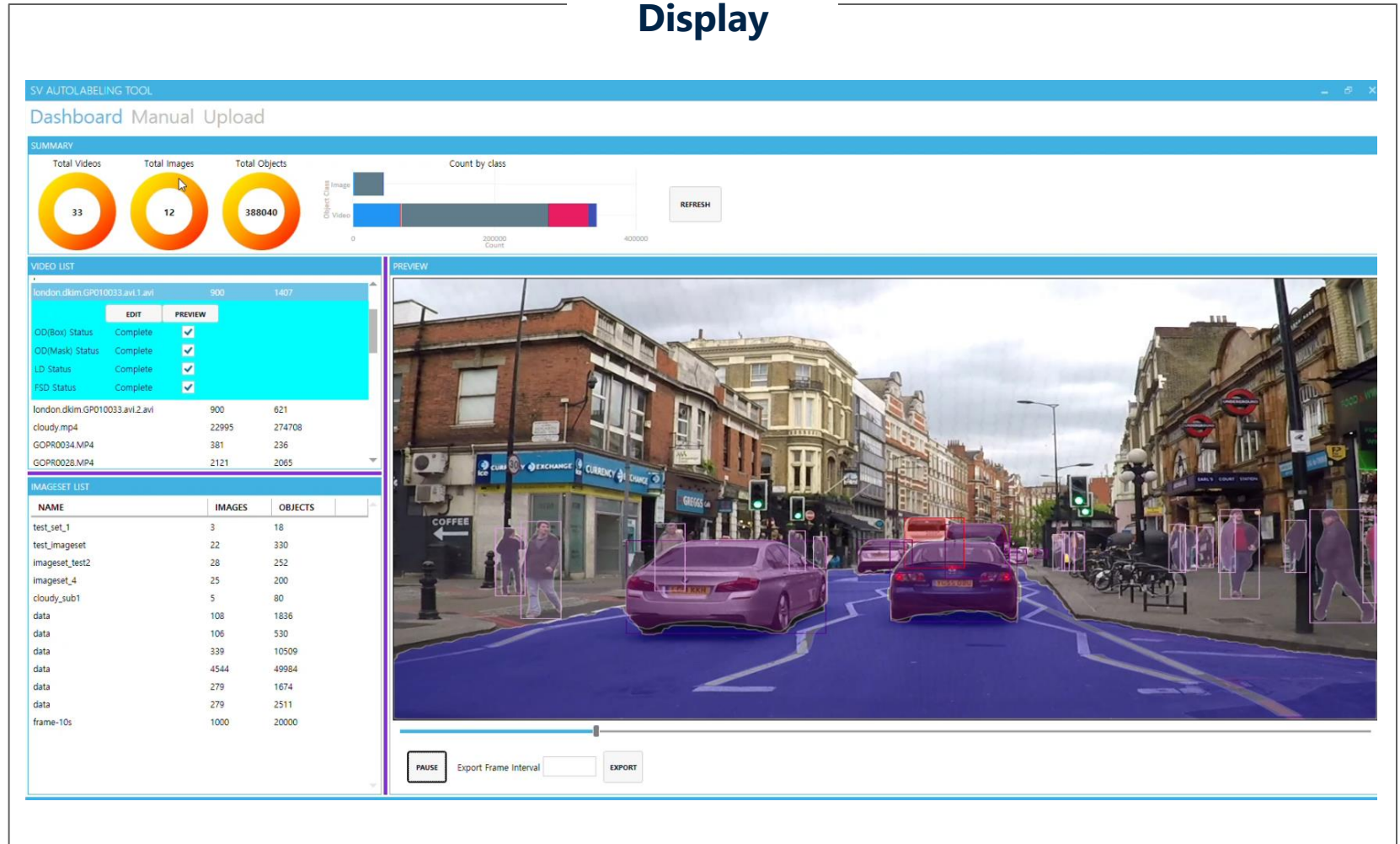
Functions

- Auto Labeling System
 - Human intervention is required ~5% of the time
- Data Training Suite
- Platform Optimization Suite

Platforms

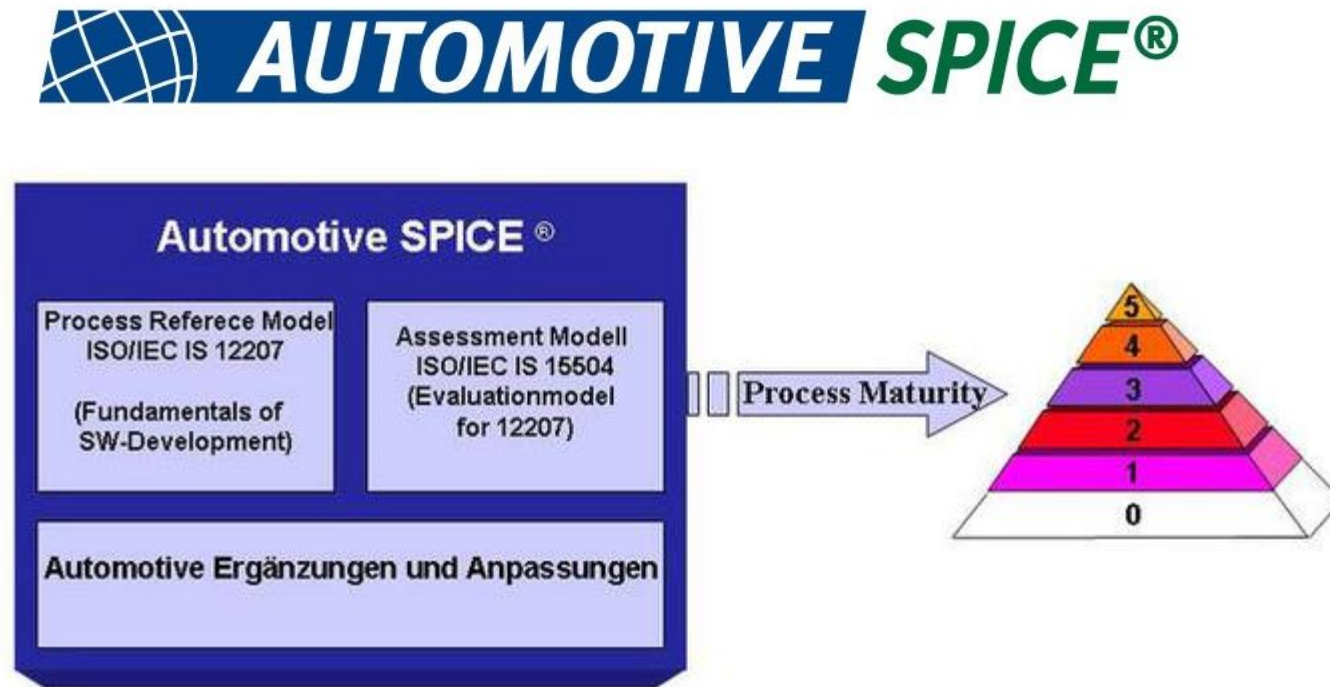


Display



Competitive Edge in Europe – Certification

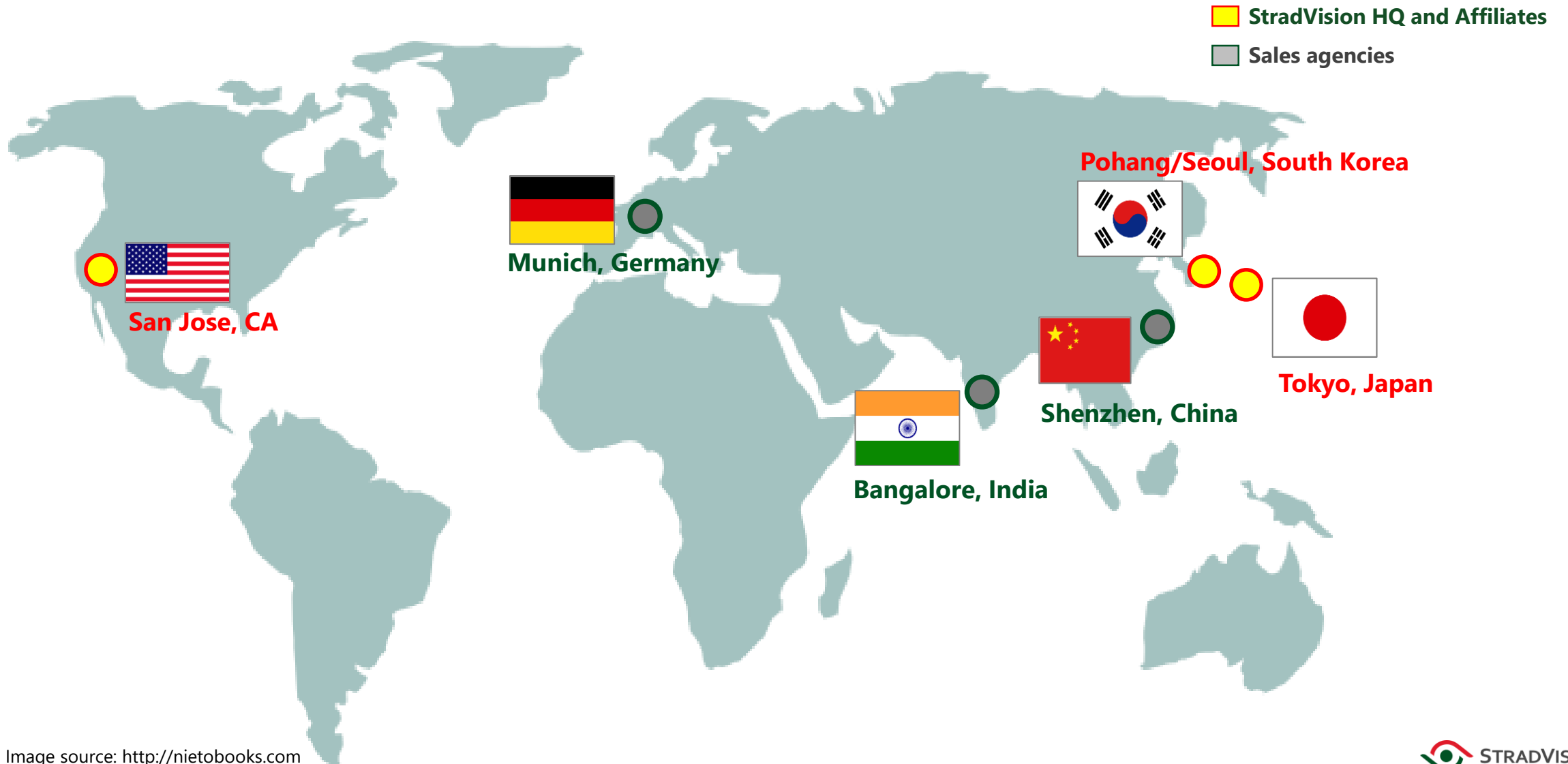
1st deep-learning-based perception software ASPICE CL2 certified with aims for fully compatible with ASIL B for Functional Safety



ASIL: Automotive Safety Integrity Level

ASPICE: Automotive Software Performance Improvement and Capability dEtermination

Global Operation





Thank you