



FOR IMMEDIATE RELEASE

Key Safety Systems adds new Active Safety Platform with Integrated Connected Camera and Event Recording Technology

November 10, 2016, New York City. KSS-ImageNEXT announced the debut of a new connected camera and event recording hardware platform for the automotive market at the CES 2017 Unveiled New York event today.

The first product from this new hardware platform is an aftermarket system called omniDRIVE® that has won the prestigious distinction of a CES 2017 Innovation Award Honoree in the Vehicle Intelligence Category.

OmniDRIVE is industry's first connected car safety product that integrates 360° surround view monitoring (SVM) and blind spot cameras with a 4 channel DVR that can be connected with wi-fi to portable devices in a vehicle. The system allows the driver to simultaneously run navigation and real time traffic applications on a smartphone or tablet to deliver a great in-vehicle driver experience.

360° SVM safety technology is now available in many 2017 vehicle platforms from many global automakers. KSS-ImageNEXT is a Tier 1 supplier of 360° SVM hardware and software to automakers and continues to expand penetration on all continents.

"The recognition of the Consumer Electronics industry that omniDRIVE delivers high value technology in the aftermarket active safety market is very satisfying to our team" stated Mark Wehner, President of KSS Active Safety Systems. "Understanding today's drivers safety needs and then delivering a product with advanced technology that meets those needs is what we take pride in doing well. We can migrate the omniDRIVE hardware and/or software into any vehicle platform that our automaker customers value."

The omniDRIVE platform is a flexible architecture allowing for many customizable hardware and software configurations using wi-fi and 3G/4G connectivity and I/O bus capabilities for communication with other safety systems in the vehicle. The integration with FCW and LDW technology can also be accomplished blending collision avoidance and active braking with liability management technologies to help drivers.



The omniDRIVE platform adds to the growing portfolio of technologies that will change the way automobiles, passengers, and drivers will interface in the future. Whether preventing accidents, adapting product performance to crash conditions and occupant state, actuating Instant Safety™ for event protection or alerting emergency services, KSS is committed to saving lives through personalized protection.

About KSS

Key Safety Systems (KSS) is a global leader in the system integration and performance of safety-critical components to the automotive and non-automotive markets serving the active safety, passive safety and specialty product sectors. Through highly specialized design, development, and manufacturing, KSS' technology is featured in more than 300 vehicle models produced by over 60 well-diversified customers worldwide. Since commencing business as a United States start-up, serving Detroit auto makers in 1916, KSS continues today with an entrepreneurial and pioneering spirit. KSS is headquartered in Sterling Heights, Michigan, with a global network of 32 sales, engineering, and manufacturing facilities. The company has 5 main technical centers located in the key regions of the Americas, Europe and Asia.

About KSS-ImageNEXT

KSS-ImageNEXT is a leading vision-based system developer in the field of automotive electronics for advanced safety applications. From proprietary software algorithms to ECU design, its end-to-end solutions offer enhanced safety and convenience benefits for vehicle operators. KSS-ImageNEXT serves both OEM and after-market customers with its products which are designed to deliver to the driver the most economic, yet fully-proven technical solutions about the vehicle's surrounding view, from monitoring the visual spectrum, identifying objects, to enabling full autonomous vehicle driving.

For further information about Key Safety Systems see: <http://www.keysafetyinc.com>

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