Ambient Lighting System

Lighting for ADAS notification and vehicle cabin ambience

Background or Challenges

Demand for ADAS[1] evolution and enhanced automotive UX[2] is increasing. Vehicle development faces issues such as the complexity of boxes and system structures and higher costs.

[1] ADAS: Advanced Driver Assistance System [2] UX: User Experience

Solutions to Challenges or Features

① Information notification and cabin ambience designed using various dynamic lighting

② Reduces development costs and creates total coordination of design by developing the entire illumination system
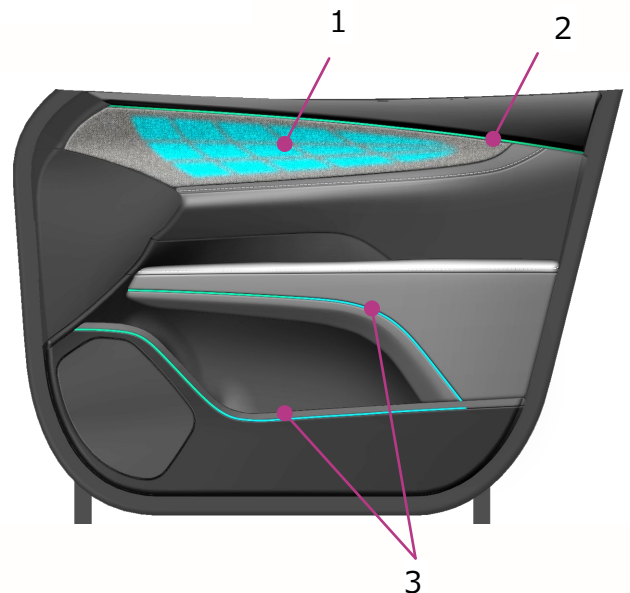
▶ Main performance, specifications/stucture

Configuration of door illumination
1. Surface-emitting animation lighting
2. Flowing line lighting
3. Gradation line lighting

Lighting display
- Displays vehicle information linked with ADAS, etc.
- Appeals to people's senses by connecting to other systems, such as autonomous driving conditions, audio, etc.

Reduction of system development costs
Developed in house, including design from control to light sources, no need for adjustments across suppliers (supporting from specification determination to appearance evaluation of lighting colors).

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