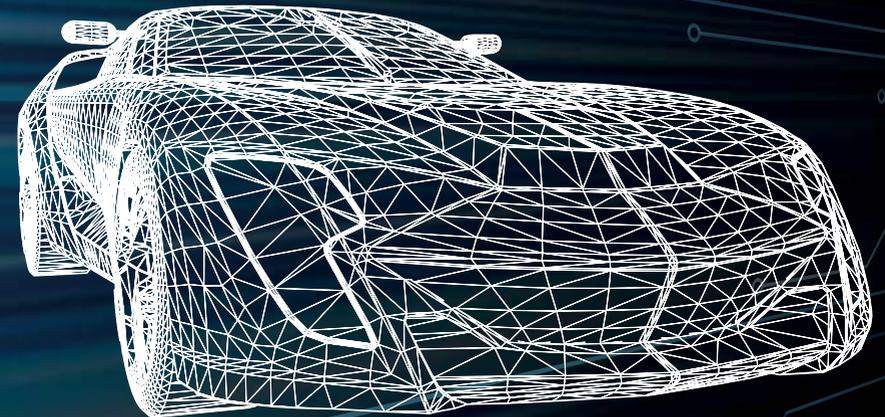


About the HDBaseT Alliance

The HDBaseT Alliance advances and promotes the adoption of HDBaseT technology as the global standard for ultra-high-definition, digital connectivity. The leading vendors in the consumer electronics, professional AV, industrial and automotive sectors are members today in the Alliance, which counts with more than 170 members with thousands of products in the market. The Alliance's Board of Directors includes representatives from LG Electronics, Samsung Electronics, Sony Pictures Entertainment, Valens, and General Motors.



The Ultimate Highway for
In-vehicle Connectivity



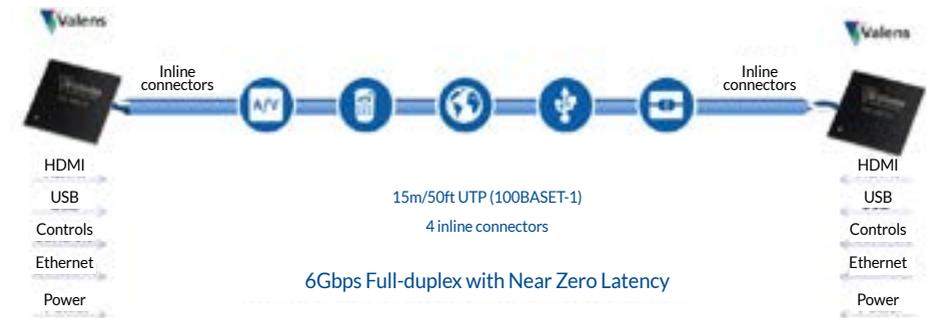
HDBaseT Automotive: The Ultimate Highway for In-vehicle Connectivity

HDBaseT Automotive: The Ultimate Highway for In-vehicle Connectivity

HDBaseT Automotive is the only technology today that enables up to 6Gbps tunneling of video & data, with native networking capabilities over up to 15m (50ft) single unshielded twisted-pair (UTP) cable, a channel comparable to the existing 100BASE-T1 channel utilized today in the automotive sector. It combines the best of existing technologies in one, simple solution for in-vehicle connectivity, guaranteeing top performance and low latency.

Common Challenges for In-vehicle Connectivity

- 🔌 **Cabling infrastructure:** The car environment is a noisy, EMC-prone environment, which demands high-quality cable that can withstand interference, aging, variable temperatures and more. At the same time, cable weight is a major factor in fuel efficiency, and must be taken into consideration.
- 🔌 **Bandwidth needs:** As the car becomes an extension of our connected lives and as more driver assistance systems rely on high-quality images, the need for high bandwidth becomes more urgent.
- 🔌 **High performance & low latency:** Connectivity and image quality is essential to guarantee a superior and safe end-user experience, in several vehicle applications, such as infotainment and Advanced Driver Assistance Systems (ADAS).
- 🔌 **Distances:** Although cars are not particularly large, cables often must travel several meters between the head or control unit and the several peripheral units providing information, around and under seats, or other equipment in the car. In addition, in commercial vehicles (such as trucks and buses), cables have even larger distances to cover to attend to these vehicles' connectivity needs.



The HDBaseT Automotive Difference

- 🔌 Long-distance tunneling of up to 6Gbps of simultaneous streams of high-definition uncompressed video & audio, data, USB, controls and power
- 🔌 Low-cost, low-weight, and easy-to-install single pair 15 meters (50ft) unshielded twisted pair (UTP) cable (targeting current automotive 100BASE-T1 comparable channel), with up to four standard inline connectors, such as MQS
- 🔌 Zero latency (less than 10 μ sec) for real-time applications
- 🔌 Native networking capabilities, supporting multi-hop, multistreaming packet switching, specifically designed for data as well as time-sensitive applications (video and audio)
- 🔌 Highly robust, automatically configured solution with adaptive mechanism to deal with EMC, cable aging, temperature changes etc.
- 🔌 Highly modular solution, for reduced inventory, lower cost and future-proof setup, suitable both for passenger cars and commercial vehicles, such as buses and trucks
- 🔌 Support for several applications, including telematics and infotainment, ADAS, smart phone connectivity, USB extensions and more