Osram are accelerating their development in vehicle lighting and other innovative automotive technologies. Mike Godwin (photo), Osram's Director of Automotive LED Marketing, says AVs will "completely transform" the vehicle lighting industry.

It is crucial that AVs can detect and understand the movement and intent of all traffic participants, including pedestrians and other cars. To meet the requirements of AV, Osram's hybrid LED for smart headlights has individually-controlled pixels that can be turned on and off to project images to communicate with pedestrians.
Meanwhile, AV interiors will bring new possibilities. Godwin says new applications such as HUD and thin-film transistor displays will present navigation and vehicle information and be used for communication and entertainment purposes.

Osram's pulsed laser diodes are used in most of today's lidar systems, and the supplier have developed a wide range of product lines to provide solutions for automotive interiors and exteriors, and even lasers that make autonomous driving possible.

Godwin says Osram will carry on expanding their single- and multi-channel SMT lasers to support new developments in autonomous driving. "In addition," he says, "we see a number of our products that are used in the mobile devices being considered for automobiles. Biometric technologies, whether it's iris scan or facial recognition, are being looked at by automotive manufacturers for car access and driver recognition".