CogniVue's Smart Vehicle Backup Camera Application Named a 'Pre-Qualified Innovation' by BCIP

CogniVue's Smart Vehicle Backup Camera Application RearVue-DE Named a 'Pre-Qualified Innovation' by Build In Canada Innovation Program

OTTAWA, ONTARIO, CANADA, July 17, 2014 /EINPresswire.com/ -- CogniVue, a technology licensing company who introduced Image Cognition Processor (ICP) in 2010 to target high performance, low power embedded vision processing, announced today that its RearVue-DE smart backup application has been selected as a "pre-qualified innovation" by the Build In Canada Innovation Program.
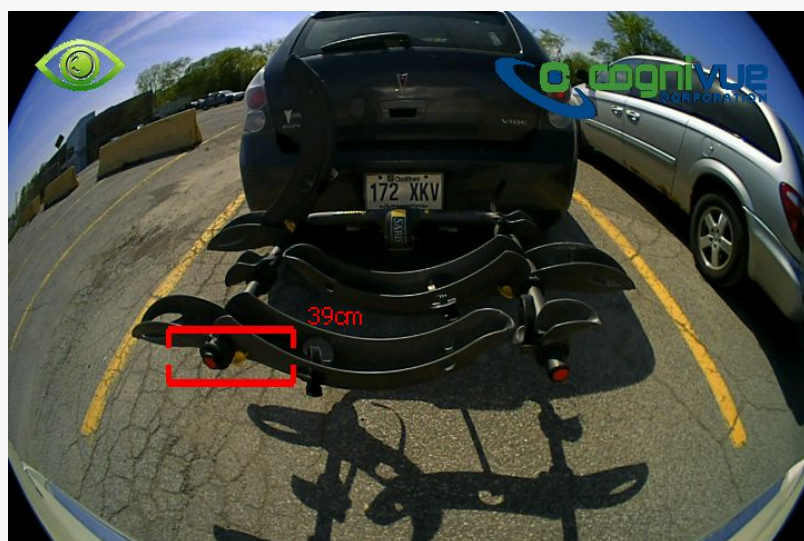
CogniVue is innovating with vision, licensing its APEX Image Cognition Processor core (with a >100x performance advantage vs conventional processors) as well as higher level development tools and its APEX-CV algorithm libraries. CogniVue's early success in automotive (e.g. licensing its technology to Freescale Semiconductor for the automotive market) was significantly influenced by its range of ADAS application demonstrations (LDW, Forward Collision Warning, Blind Spot Detection) which show-cased the advantages of the ICP technology. In addition, CogniVue developed a complete smart backup application with patent pending object detection and monocular distance estimation: RearVue-DE. On June 20th, CogniVue's RearVue-DE was confirmed as a "pre-qualified innovation" to be matched over the coming months with a government department for test deployment.

The RearVue-DE application is optimized to run on a small (1" cube) backup camera designed with CogniVue's CV2207 ICP System-on-Chip (licensed to Freescale Semiconductor for automotive as the SCP2207). This makes the RearVue-DE system (with CogniVue software and hardware) the smartest and smallest Advanced Driver Assistant System (ADAS) camera in the world.

"The acceptance of RearVue-DE as a pre-qualified innovation with BCIP further validates our capability to innovate at all layers of the 'vision stack'," said Tom Wilson, VP Business and Development of CogniVue. "We are pleased that the algorithmic innovations in RearVue-DE will be deployed and ultimately prevent back-over collisions and save lives."

Over the coming months, Public Works and Government Services Canada (PWGSC) and CogniVue will seek a match with a government testing department for the pre-qualified proposal's innovation.

Currently CogniVue is looking to a match with agencies such as the RCMP, Department of National Defense, and National Parks Canada, and would supply the entire RearVue-DE system (backup camera based on the CV2207 equipped with CogniVue RearVue-DE software) for extensive testing to assist for large scale deployment in cars and commercial vehicles.
About CogniVue
CogniVue is a leading innovator in embedded vision, providing both semiconductor processor technology IP, tools and software that enable its customers to develop innovative, previously implausible products for wearables, mobile, and automotive applications. CogniVue provides Image Cognition Processor technology with best performance per area per power to semiconductor companies for high volume applications. CogniVue is a privately held company headquartered in Ottawa-Gatineau, Canada.

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