PRESS RELEASE

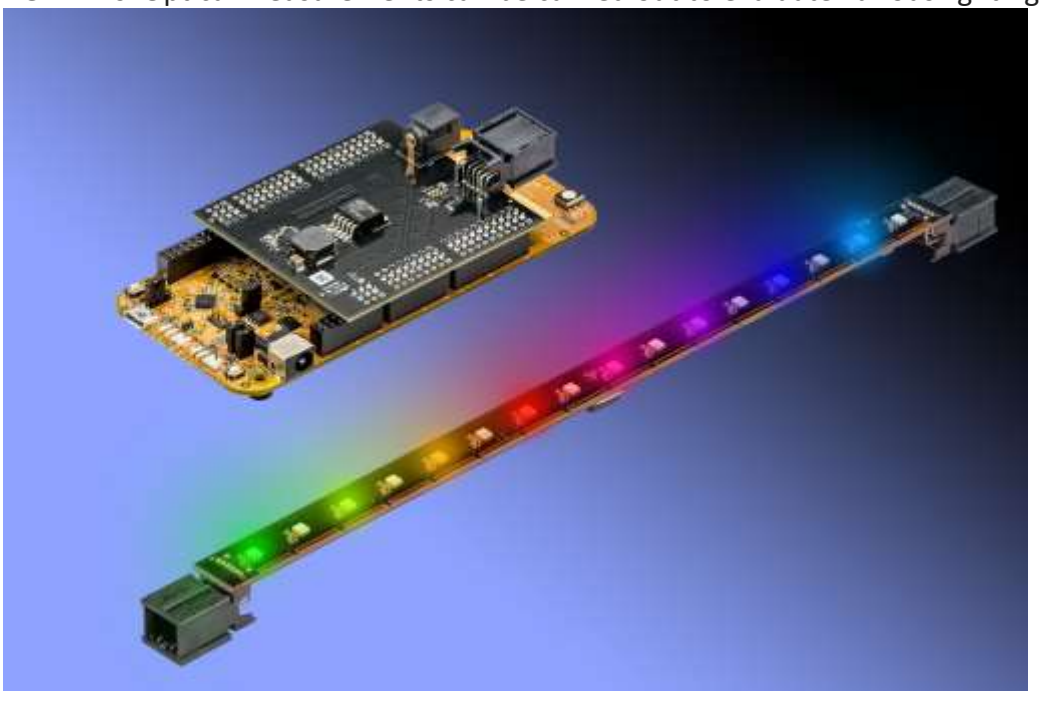
ISELED Alliance accelerates and simplifies automotive LED light design with new evaluation kit

- ***Complete LED design package with ISELED smart RGB LEDs, MCU, communication stack and lighting effect tools for rapid deployment***

- ***Inova Semiconductors will be showcasing the evaluation kit at the embedded world exhibition in Nuremberg, Germany, from February 27 to March 1, at booth 4A-424.***

Munich, Germany, February 26, 2018 – The ISELED Alliance today launches a new evaluation kit for ISELED, a digital smart RGB LED solution for automotive ambient lighting.

The evaluation kit allows developers to quickly build and prototype ISELED solutions, thereby significantly reducing development time. Custom lighting effects can be easily programmed using the supplied software suite from Lucie Labs and tested on the kit's 16 RGB LEDs. Optical measurements can be carried out to evaluate various lighting solutions.



ISELED is a new, innovative concept for in-car LED lighting that substantially reduces system cost and complexity, simplifies control and enables the creation of dynamically changing light effects. This and various other LED-related products and solutions for the automotive market are currently being jointly developed under the open ISELED Alliance umbrella. The ISELED Alliance members are Inova Semiconductors, Dominant Opto, Lucie Labs, NXP Semiconductors, TE Connectivity, the University of Pforzheim and Valeo.

The evaluation kit is based on NXP's S32K144EVB-Q100 controller board featuring the automotive qualified S32K1xx Arm® Cortex® based MCU with a USB cable for connection to a PC host. An adapter board including a power supply, is plugged into a bar of 16 RGB LEDs from Dominant Opto. Each LED includes an INLC100 controller die from Inova Semiconductors housed in a single three-LED package (red, green and blue).

The ISELED software driver from NXP and the LED lighting effects studio tool from Lucie Labs are pre-programmed in the S32K MCU and available free of charge under a 3-month evaluation license.

Roland Neumann, CTO at Inova Semiconductors said, "To control LEDs individually, previous solutions required a microcontroller for each pixel comprising of three LEDs, which was inherently too expensive to be a viable solution. The ISELED concept has now resolved this issue by utilizing a compact, smart LED driver and a proprietary, high-speed communications protocol developed by Inova Semiconductors to enable highly responsive, dynamic lighting effects and most importantly, it delivers substantial cost savings."

Yan Lee-Dajoux, CEO at Lucie Labs noted that, "In providing a complete software stack and electronics package, this demo kit highlights the power of this next-generation ISELED lighting solution. It not only presents a paradigm shift in terms of electronic innovation, it also points out the crucial importance of processes in new product development. With the Lucie Labs Software Suite, it now takes just 5 minutes to create a lighting effect utilizing high-density LED topology."

Manuel Alves, General Manager for Automotive General Purpose Microcontrollers at NXP said, "The release of this kit is a key milestone in accelerating the adoption of the ISELED protocol. It features all the necessary hardware, software and tool components to demonstrate and evaluate the complete solution, based on NXP's production-ready S32K Software Development Kit and ISELED driver."

Inova Semiconductors will be showcasing the evaluation kit at the embedded world exhibition in Nuremberg, Germany, from February 27 to March 1, at booth 4A-424.

The 2847262-ISELED Application Kit will be available worldwide from March 2018, and can be bought directly from Farnell element14 for €499. Inova Semiconductors and NXP will provide customers with project and technical support from the initial design idea stage all the way through to serial production.

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About the ISELED Alliance

The ISELED Alliance represents an ecosystem for the "In-car Digital LED" concept that consists of hardware and software components provided by members of the alliance. The founding members of this open alliance are Inova Semiconductors, Dominant Opto Technologies, NXP Semiconductors, TE Connectivity and Pforzheim University. Further information is available on https://iseled.com

About Inova Semiconductors

Inova Semiconductors is a Munich-based fabless semiconductor manufacturer founded in 1999. Its core competence lies in the development and marketing of high-speed digital data transmission technologies for harsh environments, primarily automotive. The latest-generation APIX3 (Automotive Pixel Link) is a multi-channel SerDes-technology that addresses the increasing demands of HD and 4k UHD displays in the automotive infotainment and next-generation Advanced Driver Assistance Systems segments.
With over 85 million APIX interfaces "on the road" worldwide, APIX has become the de-facto standard in the automotive industry. Inova develops and markets its Intelligent Digital LED technology under the brand name ISELED™, for which it has developed a tailor-made communication protocol enabling next-generation "Digital LED" lighting scenarios in full video speed. Further information is available on https://inova-semiconductors.de/main.html

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