

December 23, 2024
KOITO MANUFACTURING CO., LTD.

KOITO to Exhibit at CES 2025 **Exhibiting the latest technologies with the demonstrations under the theme of** **the potential of “Lighting” to contribute to safety, security, and comfort**

KOITO MANUFACTURING CO., LTD. (“KOITO”) (Head Office: Shinagawa-ku, Tokyo; President: Michiaki Kato) in collaboration with its subsidiary, North American Lighting, Inc. (Head Office: IL, U.S.A.; President: Kishore Ahuja) will be exhibiting at CES 2025 to be held in Las Vegas (NV, U.S.A.) from January 7, 2025. This will be our 7th exhibition at CES, following our debut in 2018.



Image of KOITO’s exhibition booth

KOITO, which will celebrate its 110th anniversary in April 2025, has contributed to safety and security of the mobility society through its “Light” themed products under the corporate message “Lighting for Your Safety.” Currently, based on “KOITO VISION: Lighting the Way for Our Sustainable Future,” we are promoting technological development to solve various social issues and achieve sustainable growth in the next-generation mobility as well.

At CES 2025, our visitors will have the opportunity to experience the KOITO group's “ **[1] Lighting**” and “ **[2] Sensing**” products that contribute to solving the next-generation mobility issues. In addition, we will introduce our “ **[3] Open Innovation**” initiatives, including collaboration with Cepton, Inc. (“Cepton”; Head office: CA, U.S.A.).

[1] Lighting

The use of ADB (Adaptive Driving Beam), a lighting technology that provides drivers with optimal nighttime vision, was legalized in the U.S.A. in February 2022. Based on the knowledge and experience we have gained in Japan, Europe and other regions, we have already completed the development of ADB that meets U.S. safety performance standards, and we plan to launch it in the market in 2025, thereby realize improved safety during nighttime driving.

As the next-generation ADB, we will demonstrate a “High-Definition ADB” that has the function of headlights which provide optimal light distribution not only to front vehicles, but also to pedestrians and traffic signs, by dividing the high-beam illumination range into 16,000 segments and controlling the on/off and output luminance. The “High-Definition ADB” is equipped with a road projection function that visually conveys the state and intentions (messages) of the vehicle to other participants in the traffic.






[2] Sensing

“LiDAR” is essential sensor for ADAS and autonomous driving, which will become mainstream in the near future, as it can measure the distance to objects and detect the shape and position of objects with high accuracy.

We will introduce LiDAR lineup of “Nova” (short-range), “Vista-X90” (medium-range), and “Ultra” (long-range), which combine our optical and automotive technologies developed in lighting with Cepton's advanced sensing technologies.

In addition, we will mount Ultra, designed for long-distance use, in the vehicle and demonstrate live the high-resolution and performance-excellent detection capabilities. Our visitors will have the opportunity to experience its slim design and high vehicle mount ability.

< Key specifications of LiDAR >

	Nova	Vista®-X90	Ultra
Appearance			
Usage	Surrounding monitoring (short-range)	Forward monitoring (medium-range)	Forward monitoring (long-range)
Features	Super wide-angle up, down, left and right	Used for purposes other than in-vehicle	Thin / high resolution
Detection distance	0.1m ~ 40m	2m ~ 175m	1m ~ 300m
Detection range	120° H x 90° V	90° H x 25° V	120° H x 25° V

[3] Open Innovation

The KOITO group is exploring technologies and partners in a wide range of fields, including sensor technology, AI technology, and smart cities, with the aim of creating new businesses, and strives to maximize synergies through the fusion of new technologies.

We carry out these open innovation initiatives at three locations: Japan, Silicon Valley, and Israel. We will introduce our startup search initiatives and collaborative initiatives centered around Cepton in the U.S.A., using videos and panels.

< Event Overview >

- Dates : Tuesday, January 7th – Friday, January 10th, 2025 (EST)
- Venue : Las Vegas Convention Center
3150 Paradise Rd, Las Vegas, NV 89109
- Official CES 2025 Website : <https://www.ces.tech/>

< Location of KOITO booth > West Hall #6522