Cohda Wireless to hit the road with 'connected car'

Australian car safety pioneer Cohda Wireless is on track to market its car-to-car communication technology worldwide after securing strategic investments from global giants Cisco and NXP Semiconductors.

Announced this month, the investments in Cohda Wireless by Cisco (NASDAQ: CSCO) and NXP Semiconductors N.V. (NASDAQ: NXPI) brings together the expertise of the three organisations to enable them to be the first in the world to market car-to-car communications devices which will increase driving safety and improve traffic flows.

Adelaide-based Cohda Wireless, a global specialist in wireless communication for automotive safety applications, has proved extremely successful in supplying its system solutions to trials around the world, including Europe, the US and Australia. Dubbed Car to Car (C2C) communications, the Cohda Wireless "connected car" technology allows cars to communicate wirelessly, exchanging data including location, speed and direction, allowing 360-degree driver awareness even when line-of-sight is obstructed by buildings or other obstacles.

Cohda Wireless CEO Dr. Paul Gray said the company was now ready to make the transition from trial projects to deployment in production vehicles. "This investment will allow Cohda Wireless to realise a first-mover advantage for these next generation safety systems," said Dr. Gray.

"Cohda products are field-proven and have world-beating performance. With European manufacturers planning their first vehicles for 2015, we're now set for that deployment phase. This investment provides Cohda Wireless with both the strategic alliances and the capital to take our wireless car safety technology to market globally."

NXP, as global number one supplier of car radio semiconductors and security chips, brings its software-defined radio platform and ensures industry-ready data security, cost efficiency, form factor, power consumption and performance. Cisco, with a focus on the "Internet of Everything", will bring its unparalleled networking expertise to the connected car. Together, Cohda Wireless will work with its partners to develop complete market-ready solutions that will be used by automobile manufacturers and aftermarket device suppliers.

Cohda Wireless, which has commercialised ground-breaking research from the University of South Australia, was recently a finalist in The Australian Innovation Challenge. Based on WiFi standards, the Cohda Wireless C2C technology enhances wireless communication to quality levels far beyond that of commercial off-the-shelf WiFi transceivers, allowing cars to more effectively "see" through obstacles or around corners.

Dr. Gray said C2C communication devices were likely to experience rapid adoption like electronic stability control. "While cars today are safer than they ever have been with reduced fatalities as a result, serious injuries through car collisions continue to increase," said Dr. Gray.

"The Cohda Wireless **c**ar-to-car communication equips your car with a 360-degree awareness of other cars around you, even if you can't see the other car due to a blind corner or a large truck. If another car presents a threat, our C2C solution warns you, so you're in a position to take steps to avoid an accident.

"We expect the demand for C2C communication systems to grow rapidly because this technology offers the ability to significantly reduce the number of collisions that occur, thereby making roads safer and delivering huge personal, financial and social benefits."

Media assistance

For photos or to interview with Cohda Wireless CEO Dr. Paul Gray, call John Harris on 08 8431 4000 or email john@impress.com.au. This press release can be found online at http://www.impress.com.au/cohdawireless

About Cohda Wireless

Cohda Wireless is an equipment vendor in the Cooperative Intelligent Transport Systems (ITS) market. The company manufactures hardware products with acknowledged best-in-world performance and has developed complete software solutions (from network layer to applications layer) for this market. Cohda's hardware and software products are being used in Vehicle-to-X field trials worldwide today. Our customers include a large number of Car Makers, Tier One Suppliers, Automotive Chip Makers, Road Authorities, as well as New Market Entrants. Cohda's products are already in use in the USA, Europe, Australia, Japan, and Korea.