



# PrimeSense

## Line of Business

Fabless Semiconductors

## Established

October 2005

## Leading Executives

Mr. Inon Beracha  
CEO

Mr. Aviad Maizels  
President and Founder

Mr. Alex Shpunt  
CTO and Co-Founder

Mr. Adi Berenson  
VP Business Development  
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**P**rimeSense revolutionizes the way digital devices “see” and “understand” the world. Humans rely on their senses to perceive and interact with the world. PrimeSense focuses on the first sense, vision, by giving digital devices a 3D perception of reality. PrimeSense’s technological breakthroughs (several patents pending) make it the first company to offer low-cost, high-performance 3D machine vision technologies for the consumer market.



PrimeSense is a fabless semiconductors company founded in late 2005. The company is led by its CEO Inon Beracha (ex. CEO of DSP Group and co-founder of Ceragon Networks) and Aviad Maizels President and Founder.

PrimeSense technology revolutionizes man machine interface in a wide range of applications including key automotive applications such as in-car occupants’ safety and comfort, assisted parking, blind spot detection and more. This device is the first of its kind that hits the right specifications and price point for a successful deployment into consumer markets.

PrimeSense device generates real-time, high frame rate, high resolution 3D capture of the scene within its line of site and provides machines with the ability to analyze and understand the scene based on site just like humans do.

PrimeSense technology operates in all lighting conditions (including total darkness) and can reliably generate very accurate information on occupants’ exact position in the car at any given time. In-car applications can include:

- Controlled air bag activation based on spatial detection of occupants position and dimensions
- Driver awareness detection based on head and eyelids spatial position and movements (detection of drowsiness, fatigue, alcohol consumption, etc.)
- Driver attention monitor (E.g. detection of driver operating complex car systems while driving)
- Child abandons detection
- Easy and reliable operation of car systems (E.g. entertainment or climate control systems) based on hands gestures

Beyond in-car applications, the technology can be used for driving assistance applications such as blind spot detection, assisted parking, forward collision warning, pedestrian detection and more.